

VOL. XXXVII, NO. 25

WEEK ENDING  
AUGUST 5, 1933

PRICE TEN CENTS

# WEEKLY PICTORIAL

PUBLISHED WEEKLY BY THE NEW YORK TIMES COMPANY

"NEWS OF THE WORLD IN PICTURES"



## IN THIS ISSUE:

AVIATION'S  
GREAT WEEK  
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WILEY POST  
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NATIONAL  
AQUATIC MEET

"VESTIGES OF  
ATLANTIS"

LATEST  
FASHIONS

HUMOR, MOVIES

## THE NATIONAL BACK-STROKE QUEEN

Miss Eleanor Holm, Olympic Swimming Star, Who Retained Her 220-Yard Title and Set a New World's Record for the 400-Meter Swim, in the National A. A. U. Meet at Jones Beach, Long Island.

(Times Wide World Photos.)



THE CUTTER CREWS OF THE BATTLE FORCE IN A TEST OF SPEED AND ENDURANCE: THE BATTLESHIP TENNESSEE'S OARSMEN Crossing the Finish Line First in the Three-Mile Race on Lake Washington at Seattle, With the California's Boat Second and the Pennsylvania's Third.

(Times Wide World Photos.)



MOUNT RAINIER LOOMS ABOVE THE MASTS OF THE UNITED STATES FLEET: A STRIKING VIEW OF SEATTLE HARBOR Showing Two of the Floating Fortresses Anchored Apparently Almost in the Shadow of the Majestic Peak.

(Times Wide World Photos.)



THE TENNESSEE'S OARSMEN RECEIVE THEIR TROPHY: ADMIRAL DAVID FOOTE SELLERS, Commander-in-Chief of the Battle Force, Presenting The Seattle Times Cup to Captain W. W. Smyth of the Tennessee in the Presence of the Victorious Cutter Crew on the Lawn of the Seattle Yacht Club.

(Times Wide World Photos.)



CLEVELAND PAYS TRIBUTE TO ONE OF ITS GREAT CITIZENS OF THE PAST: NEWTON D. BAKER Placing a Wreath on the Statue of Tom Johnson, Whom He Succeeded as Mayor, on the Seventy-ninth Anniversary of His Former Chief's Birth. At the Right Is Mayor Ray T. Miller.

# Mid-Week Pictorial

"A NATIONAL MAGAZINE OF NEWS PICTURES"

VOL. XXXVII, NO. 25

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NEW YORK, WEEK ENDING AUGUST 5, 1933.



## THE BIG FIGURES IN THE NATIONAL RECOVERY DRIVE

President Roosevelt Is Congratulated by General Johnson, Recovery Act Administrator, After His White House  
Radio Broadcast Appealing for Support in His Campaign Against the Forces of Depression.

(Times Wide World Photos.)

## THE FLIGHT OF THE MOLLISONS: SUCCESS AND FAILURE



A PERSONAL MESSAGE TO LONDON ABOUT THE ACCIDENT: AMY JOHNSON

Telephoning From the Bridgeport Hospital to Give the Home Folks Details of the Flight and Crash. At the Right Is Captain Mollison, Who Was Injured More Severely Than His Wife but Was Expected to Be on His Feet in a Few Days.

A TRANSATLANTIC PLANE COMES TO GRIEF ONLY FORTY MILES FROM ITS GOAL AFTER A 3,000-MILE FLIGHT: THE WRECKAGE OF THE SEAFARER, Which Crashed in a Marsh at the Edge of the Bridgeport Airport With Captain James A. Mollison and His Wife, Amy Johnson, When Their Fuel Ran Low as They Were Flying From the Pendine Sands, South Wales, to New York. Wearied by Their Thirty-nine Hours in the Air, They Missed the Field in the Darkness and Demolished Their Twin-Engined Plane, Though 100 Feet to the Right They Could Have Made a Safe Landing.

(Associated Press.)



THE DELAYED ARRIVAL IN NEW YORK: AMY JOHNSON

Is Carried From the Plane Which Transported the Mollisons From Bridgeport to Floyd Bennett Field the Day After Their Crash.

(Times Wide World Photos.)



A SLOWER MEANS OF TRANSIT THAN THE SEAFARER: CAPTAIN MOLLISON Travels in a Wheel Chair After His Arrival in New York.

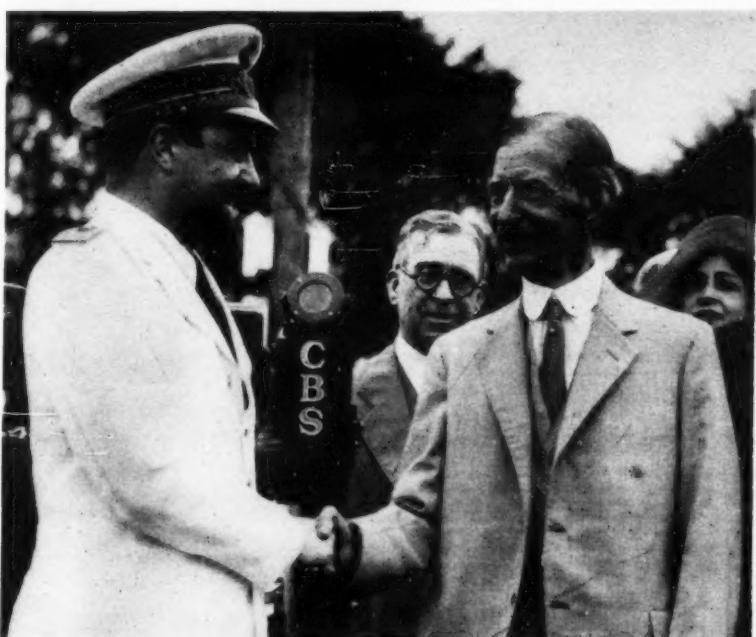
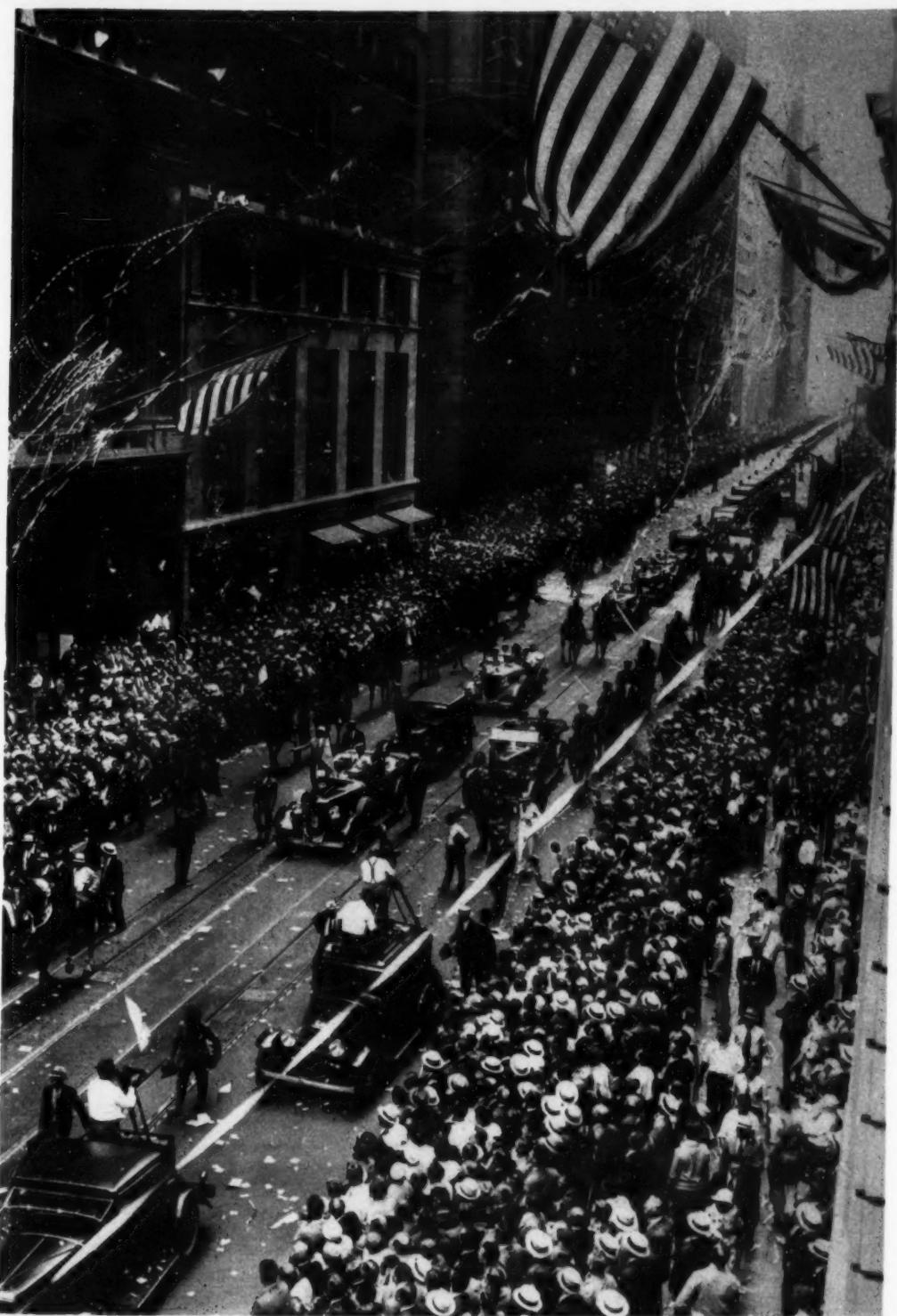


THE "ENGLISH LINDBERGH'S" WAITING ABROAD FOR FAVORABLE WEATHER: CAPTAIN AND MRS. MOLLISON, Ready to Fly to New York, Bring Their Plane Down on the Pendine Sands, South Wales, Their Hopping-Off Place. (Times Wide World Photos.)

## HAIL AND FAREWELL: THE ITALIAN AIR FLEET'S VISIT



THE LEADER OF THE ITALIAN AERIAL FLEET BIDS GOOD-BYE TO THE UNITED STATES: GENERAL ITALO BALBO Going Out to His Flagship at Floyd Bennett Field to Start the Home-ward Flight of His Twenty-Four Seaplanes Across the Atlantic. (Times Wide World Photos.)



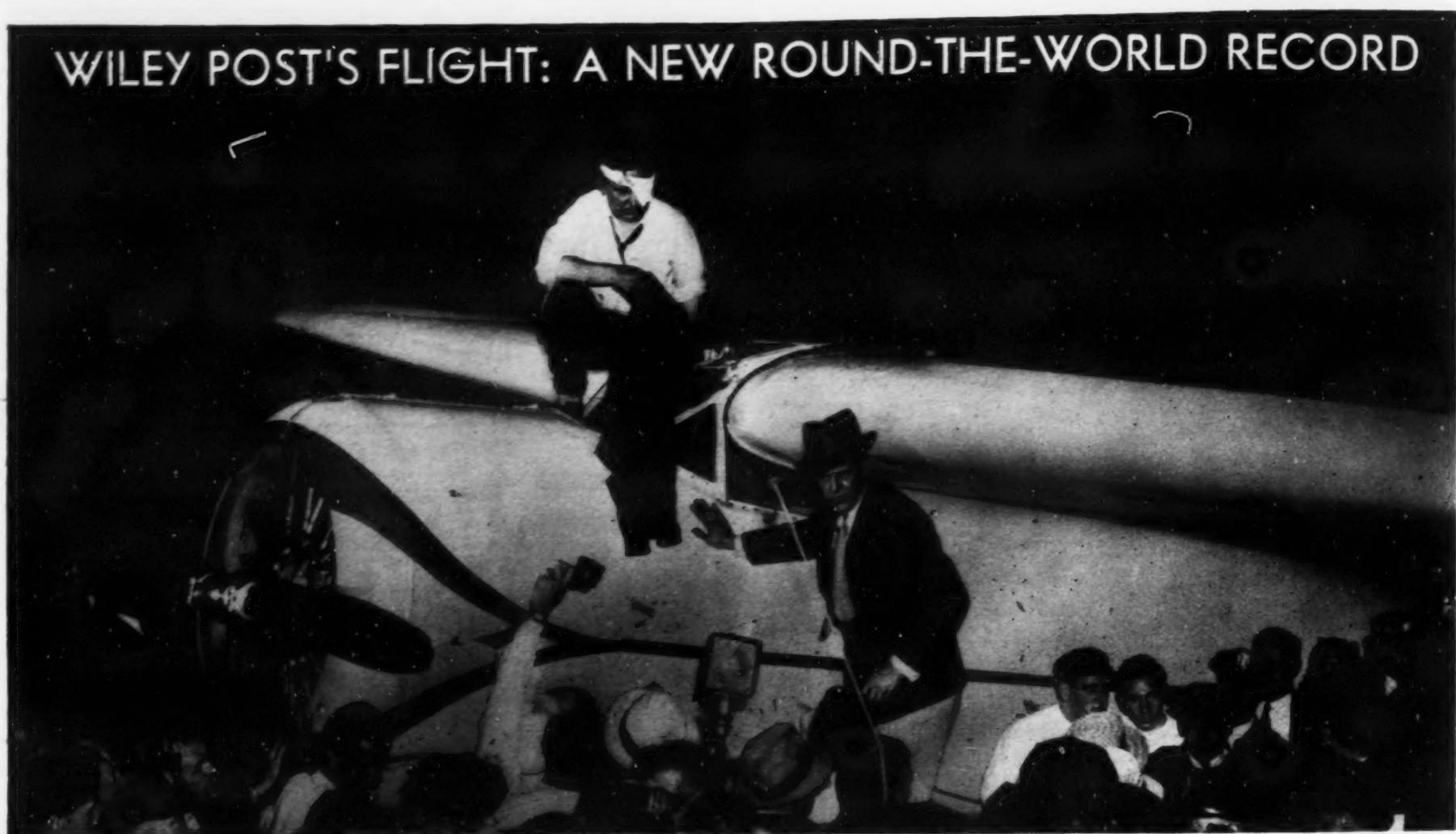
NEW YORK ACCORDS AN ENTHUSIASTIC WELCOME TO THE NATION'S TRANS-ATLANTIC VISITORS: THE MEN OF THE ITALIAN SEAPLANE ARMADA Parading Up Broadway From the Battery to City Hall for an Official Reception Amid the Customary Showers of Ticker Tape and the Cheers of the Thousands Lining the Sidewalks. (Times Wide World Photos.)

ITALY'S AIR  
MINISTER  
MEETS AMER-  
ICA'S SECRE-  
TARY OF THE  
NAVY: GEN-  
ERAL BALBO  
AND CLAUDE  
A. SWANSON  
Shaking Hands  
at Bolling Field,  
Washington.  
(Times Wide  
World Photos,  
Washington  
Bureau.)



THE OFFICERS OF THE ITALIAN SEAPLANE FLEET CALL ON THE PRESIDENT: GENERAL BALBO AND AMBASSADOR AUGUSTO ROSSO, With the Leaders of the Armada, at the Entrance to the White House After Their Meeting With Mr. Roosevelt. (Times Wide World Photos, Washington Bureau.)

## WILEY POST'S FLIGHT: A NEW ROUND-THE-WORLD RECORD



AN INSPECTION  
OF THE WINNIE  
MAE: WILEY  
POST

Back at Floyd Bennett Field the Morning After His Arrival to Check Up on the Condition of the Plane Which Twice Has Carried Him Around the Globe.  
(Times Wide World Photos.)

At Right—  
ONE FAMOUS  
FLIER  
CONGRATULATES  
ANOTHER:  
GENERAL ITALO  
BALBO,  
Commander of the  
Italian Seaplane  
Fleet on Its  
Transatlantic  
Flight, Calls on  
Wiley Post at His  
New York Hotel.  
(Times Wide World  
Photos.)

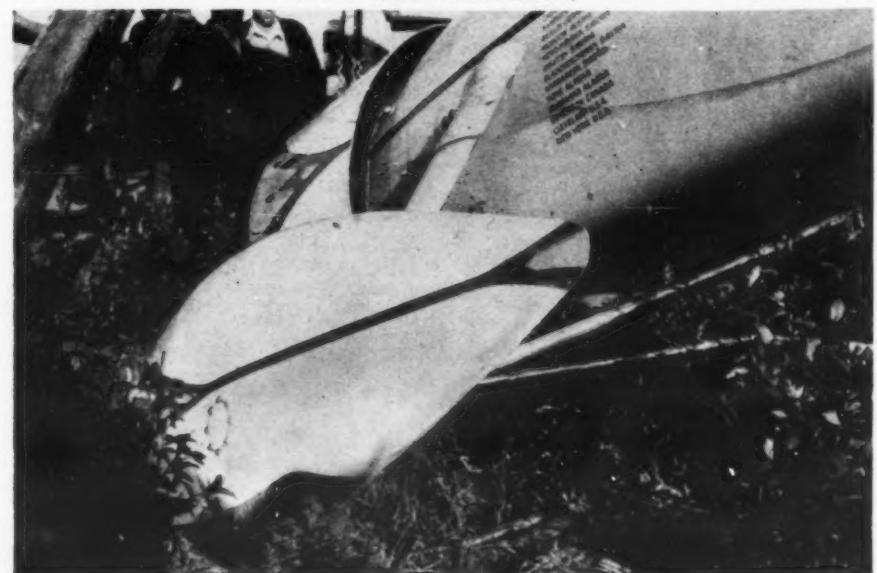
THE FIRST MAN TO FLY ALONE AROUND THE WORLD RETURNS TO NEW YORK 7 DAYS 18 HOURS 49½ MINUTES AFTER HIS DEPARTURE:  
WILEY POST

Perched Atop His Monoplane, the Winnie Mae, at Floyd Bennett Field Just After the Completion of His Second World Flight of 15,596 Miles. A Crowd of 75,000 Was Waiting to Cheer Him on His Midnight Landing and the Police Lines Failed to Hold Back the Enthusiastic Welcomers.

(Times Wide World Photos.)



HE HAD EARNED SOME HOURS OF RELAXATION: WILEY POST Resting in His New York Hotel With Mrs. Post After Clipping Twenty-one Hours From the Round-the-World Record Which He Set With Harold Gatty Two Years Ago.  
(Times Wide World Photos.)



WHEN THE FLIGHT WAS NEAR FAILURE: WILEY POST'S AIRPLANE With Its Nose Buried in the Mud at Flat, Alaska, as the Result of a Landing Accident After He Had Been in the Air for 22½ Hours on His Hop From Khabarovsk, Siberia. A New Propeller Was Hurried to Him by Air and He Resumed His Race Against Time.  
(Associated Press.)

## NEW YORK'S OFFICIAL RECEPTION FOR THE GLOBE GIRDLER



AN OFFICIAL RECEPTION IS HALTED TO VIEW AN AERIAL STREAMER, "WELCOME TO WILEY POST": MAYOR JOHN P. O'BRIEN, WILEY POST AND MRS. POST Gazing Upward With the Throngs at an Autogiro Trailing a Greeting Placard at the Ceremonies for the Round-the-World Flier on the Steps of the New York City Hall.

(Times Wide World Photos.)



AN ACKNOWLEDGEMENT OF HIS VOCIFEROUS WELCOME: WILEY POST

Waving to the Crowds on the Ride up Broadway to the City Hall Reception. In the Front Seat Is Chief Inspector John O'Brien.



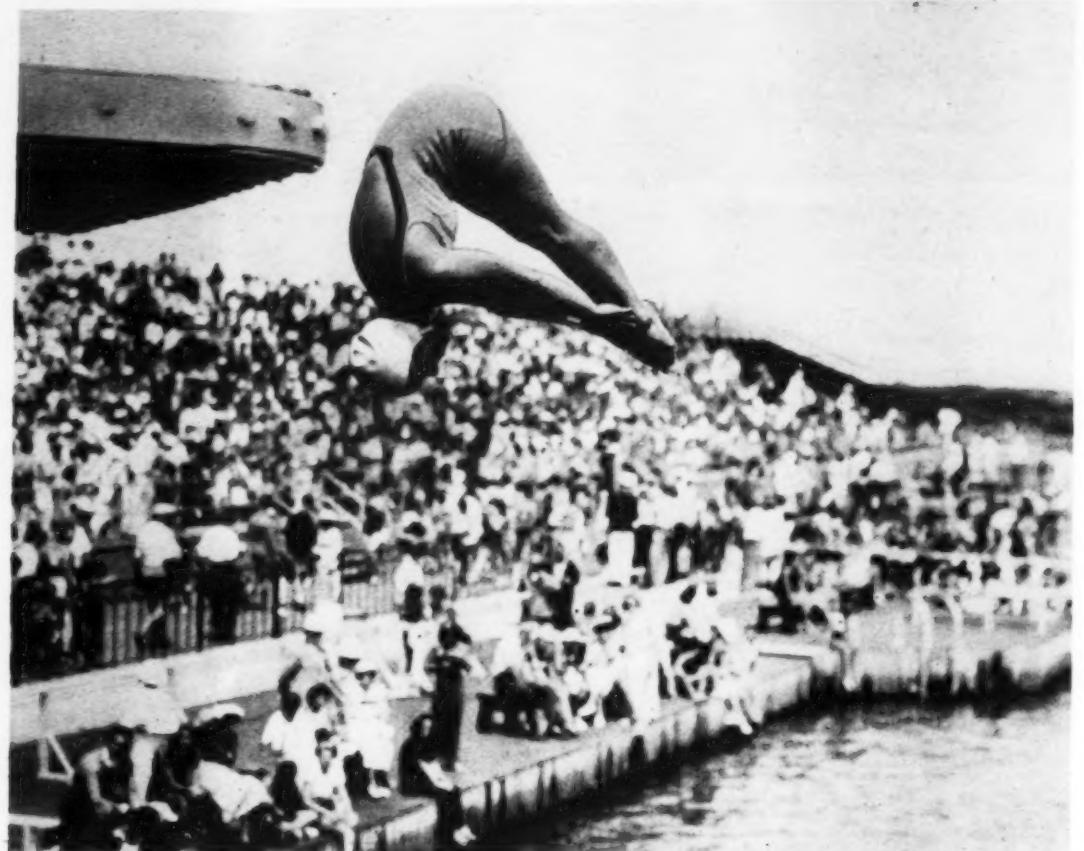
THE MAN WHO GAVE A NEW MEANING TO THE WORD "POSTHASTE" RIDES IN TRIUMPH UP BROADWAY: A VIEW OF THE PARADE

From the Battery to City Hall In Honor of Wiley Post, Perched Atop the Rear Seat of the Leading Automobile to Respond to the Cheers of the Crowds.

## THE WOMEN'S NATIONAL A. A. U. CHAMPIONSHIP MEET



THE OLYMPIC CHAMPION IN THE HIGH PLATFORM DIVE WINS THE TITLE IN THE WOMEN'S NATIONAL A. A. U. MEET: MISS DOROTHY POYNTON of the Los Angeles Athletic Club in Action in the Meet at Jones Beach, L. I., Where She Took First Honors in Her Event With a Score of 85.79 Points. (Times Wide World Photos.)



SECOND IN THE HIGH PLATFORM DIVE: MRS. FRANCES MEANY SCOFIELD Executing the Jackknife Dive.



A CHAMPIONSHIP SWIMMING TEAM ALL BY HERSELF: MISS LEONORE KIGHT of Homestead, Pa., Who Took the Titles in the 100-Meter, 440-Yard, 880-Yard and One-Mile Free Style Events, Thus Accounting for Twenty of the Thirty Points Which Gave the Carnegie Library Club the Championship for 1933. She Also Helped Her Team in Winning the 880-Yard Relays.



AN 8-YEAR-OLD GIRL IN TITLE COMPETITION: LITTLE MARY HOERGER of Miami, Who Placed Fourth in the Springboard Diving Championship.

*At Left—*  
OLYMPIC AND NATIONAL TITLE-HOLDER: MISS DOROTHY POYNTON, Winner of the Platform Dive at Jones Beach.

August 5, 1933

Mid-Week Pictorial

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## AQUATIC STARS IN WORLD'S RECORD-BREAKING SPEED



THE 100-METER SWIM SOMEWHAT RESEMBLES A RACE OF SUB-MARINES: THE FINISH OF THE FINAL, Won by Leonore Kight in Lane 6, at the Women's National A. A. U. Championships at Jones Beach. (Times Wide World Photos.)



THE CHAMPIONS OF THE 880-YARD RELAY EVENT: THE CARNEGIE LIBRARY CLUB TEAM, Which Set a New World's Record of 11 Minutes 10 Seconds. Its Members, Left to Right, Are: Louise Clark, Johanna Gorman, Anna Mae Gorman and Leonore Kight.

At Right— OFF FOR A WORLD'S RECORD-BREAKER: THE START OF THE 300-METER MEDLEY, in Which Katherine Rawls (Left) Clipped More Than 10 Seconds From Her Own Mark by Doing 4:35.6.



AN ARRAY OF STARS IN A BIG SPRINT EVENT: THE FINALISTS FOR THE 100-METER SWIM. Left to Right Are: Dorothea Dickinson, Leonore Kight, the Winner; Olive Hatch Voight, Lisa Lindstrom, Alice Bridges, Johanna Gorman and Helen Hendry.



THE WINNER OF TWO TITLES AT THE JONES BEACH MEET: MISS KATHERINE RAWLS, 16 Years Old, of Fort Lauderdale, Fla., Who Captured the Springboard Dive and 300-Meter Medley Championships.



AT THE RINGSIDE FOR THE CONTRACT BRIDGE BATTLE BETWEEN BRITISH AND AMERICAN EXPERTS: THE START

of the 300-hand Contest for the Charles M. Schwab Trophy, Which Was Won by the Americans by a Margin of About 11,000 Points After They Had Been Behind for Most of the First Half of the Match. Around the Table in London, From Left to Right, Are: Ely Culbertson, Lady Doris Rhodes, Mrs. Culbertson and Colonel H. M.

Beasley, the English Captain.  
(Times Wide World Photos.)



A VETERAN SPEED FPLIER RESUMES HIS QUEST OF RECORDS: LIEUT. COMMANDER FRANK M. HAWKS

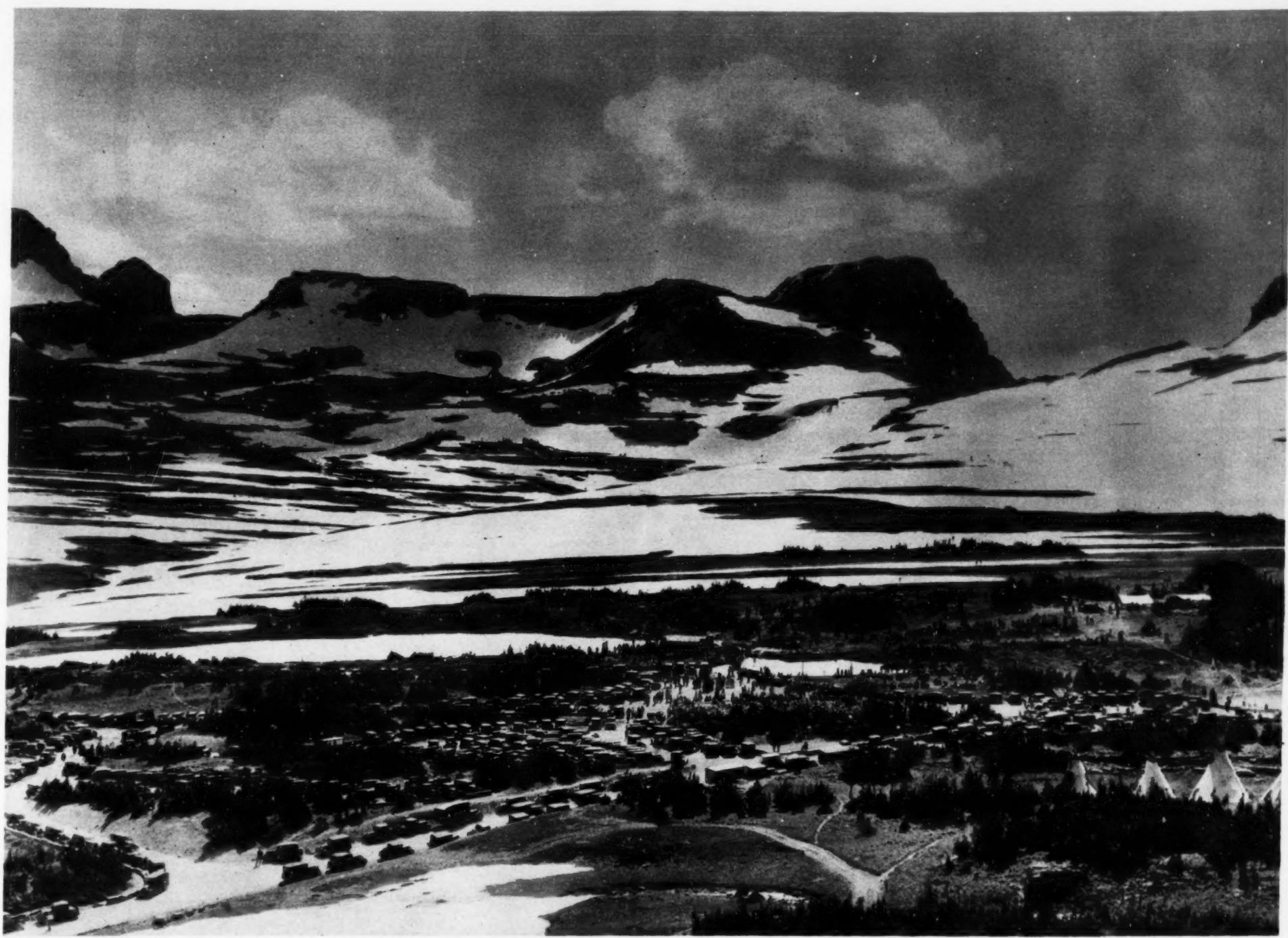
With His Mickey Mouse Mascot Just Before Taking Off From New York for the 1,620-Mile Flight to the World Grain Conference at Regina, Sask., Which He Accomplished Non-Stop in 10 Hours and 42 Minutes.

(Times Wide World Photos.)

At Right—CLEVELAND'S BEST SUN-TAN SPECIMENS: THE SIX PRIZE WINNERS in a Sun-Tan Contest in Which 4,500 Took Part Over a Period of Two Weeks. Left to Right Are: Joan Sandson, Mary Zehm, Eleanor Sentena, Vincent Andzul, Joseph Zajc and Billy Bantel. (Times Wide World Photos, Cleveland Bureau.)



TWINS WHO WERE FINALISTS AGAINST EACH OTHER FOR TWO TENNIS TITLES: THE MISSSES PATRICIA AND ELIZABETH DEAN of Beverly Hills, Cal., Ready to Start Play in the Lake Arrowhead Tournament. Patricia Won the Women's Singles Honors Against Her Sister, While Elizabeth Turned the Tables in the Final for the Junior Girls' Trophy. (Times Wide World Photos.)

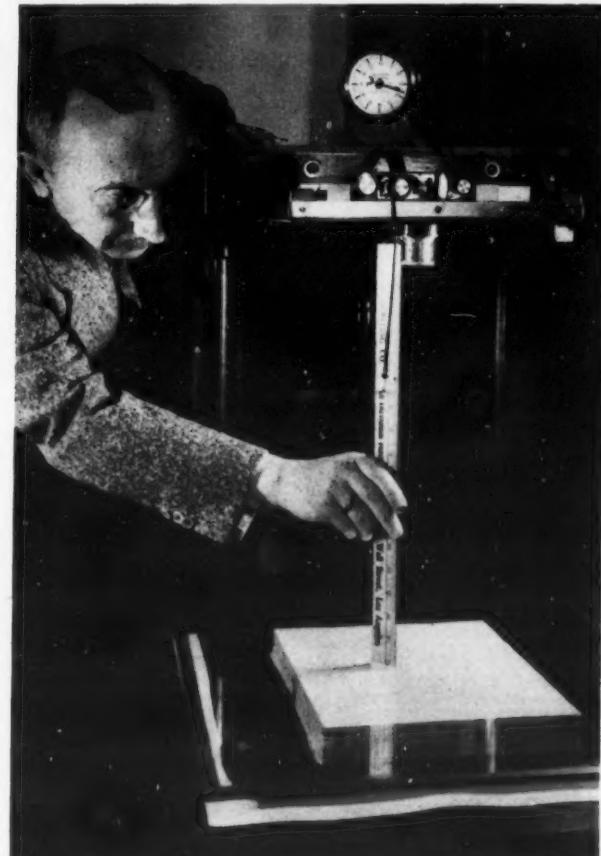


THE MIDSUMMER DEDICATION CEREMONIES OF A NEW MOTOR ROAD ON TOP OF THE ROCKIES: THE GOING-TO-THE-SUN HIGHWAY, Built in Glacier National Park at a Cost of \$2,500,000, Is Formally Opened for Traffic With Ceremonies Amid the Snowfields of Logan Pass. Cars Gathered for the Exercises Are Visible Parked Along the Road in the Foreground.

(Great Northern.)



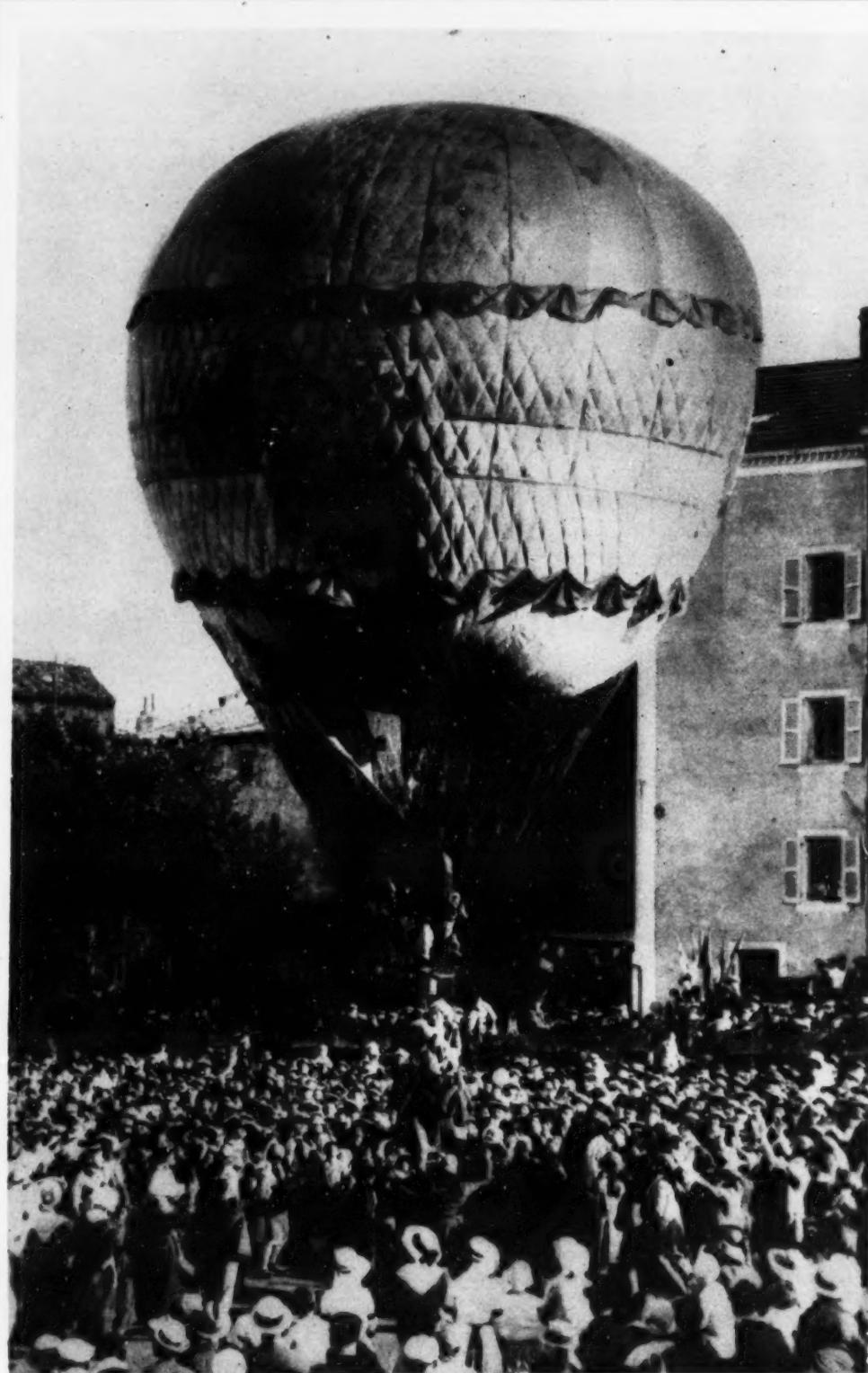
A 17-YEAR-OLD BOY SETS A WORLD'S RECORD IN ARCHERY: RALPH MILLER, Who Scored 736 for the Single York Round as Against the Previous Mark of 696 Established by Russel Hoogerhyde a Year Ago, Displays Some of the Cups He Won in the Men's Division of the Pacific Northwest Tournament. (Times Wide World Photos.)



RARE BOOKS REPRODUCED IN MINIATURE:  
DR. L. BENDIKSON  
of the Huntington Library, Pasadena, Cal., Adjusting His Camera to Photograph a Page of a Valuable Volume for Study by Scholars in Other Centres. Motion-Picture Film Is Used, One Frame to a Page, so That a Book Can Be Shown in Small Space, but the Reader Must Use Binoculars or a Microscope. (Times Wide World Photos, Los Angeles Bureau.)



A CALIFORNIA GIRL BEATS THE MASCULINE ANGLERS: MISS FRANCES MCPAKE of San Bernardino Displaying the German Brown Trout Weighing 10 Pounds 11 Ounces Which Gives Her the Lake Arrowhead Championship for the Season. (Times Wide World Photos, Los Angeles Bureau.)



THE 150TH ANNIVERSARY OF THE INVENTION OF THE FIRST PRACTICAL BALLOON IS CELEBRATED IN FRANCE: THE TOWNSPEOPLE OF ANNONAY Reconstruct the Scene of the First Ascension at the Exact Spot Where It Took Place in 1783 as a Demonstration by the Montgolfier Brothers, Joseph Michel and Jacques Etienne. Their Balloon Was a Linen Globe 105 Feet in Circumference and Was Filled With Smoke From a Fire Beneath It.

(Times Wide World Photos, Paris Bureau.)



A WEDDING IN HIGH DEMOCRATIC CIRCLES: HARRY H. WOODRING,

Former Governor of Kansas and Now Assistant Secretary of War, With His Bride, the Former Miss Helen Coolidge, Daughter of Senator Marcus A. Coolidge of Massachusetts, After Their Marriage at the Bride's Home at Fitchburg, Mass.

(Times Wide World Photos, Boston Bureau.)



WEIGHED AND FOUND WANTING: ILLEGAL AND CONDEMNED SCALES Seized by New York City Authorities in a Drive Against Short Weight Are Examined by Commissioner Jere F. Ryan.

(Times Wide World Photos.)



STATE EXECUTIVES ON A TOUR OF CALIFORNIA: LEADERS OF THE ANNUAL GOVERNORS' CONFERENCE Pause at Truckee on Their Way to San Francisco. In the Group, Left to Right, Are: Wilbur L. Cross of Connecticut, Paul V. McNutt of Indiana, Ben C. Ross of Idaho; Guy B. Parks, Former Governor of Missouri; C. A. Hardee, Former Governor of Florida; James Rolph Jr. of California, Theodore Green of Rhode Island, I. C. Blackwood of South Carolina, and Fred Balzar of Nevada.

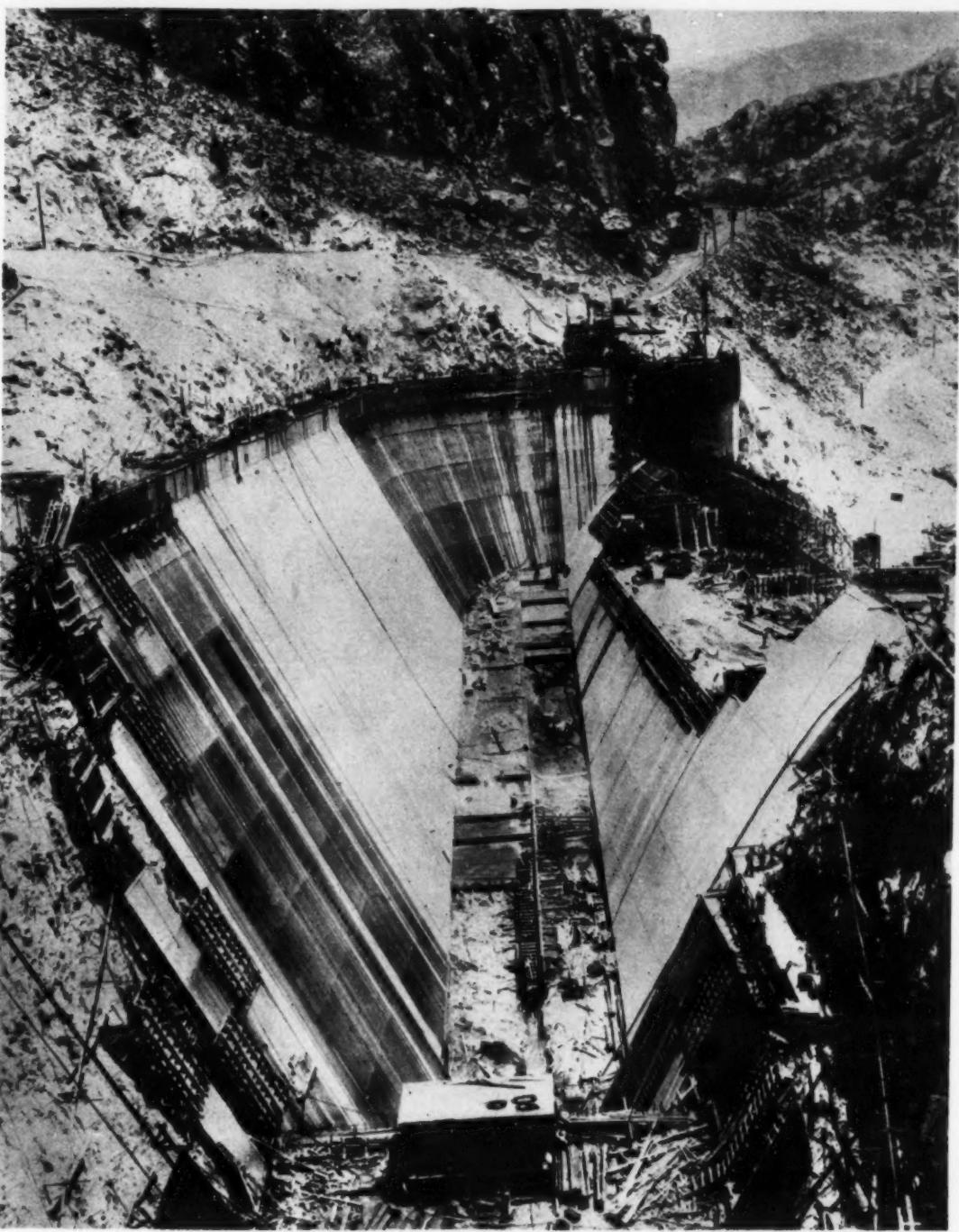
(Times Wide World Photos.)



A SON OF THE PRESIDENT WEDS A TEXAS GIRL:  
ELLIOTT ROOSEVELT,  
22 Years Old, With Miss Ruth Googins of Fort Worth a Few  
Hours Before Their Marriage at the Home of the Bride's Uncle,  
George C. Swiler, at Burlington, Iowa.  
(Associated Press.)



IRRIGATION BY MAN POWER: A JAPANESE FARMER  
Laboriously Working a Water Wheel to Inundate His Field  
Near Tokyo as the Rice Planting Season Opens.  
(Times Wide World Photos.)



CONCRETE EVIDENCE OF PROGRESS ON THE GIGANTIC BOULDER DAM PROJECT: THE NEVADA SPILLWAY, Which Is 150 Feet Wide, 120 Feet Deep and 650 Feet Long, Nearing Completion in the Black Canyon of the Colorado River. It Will Be Capable of Discharging 200,000 Cubic Feet of Water a Second.  
(Associated Press.)

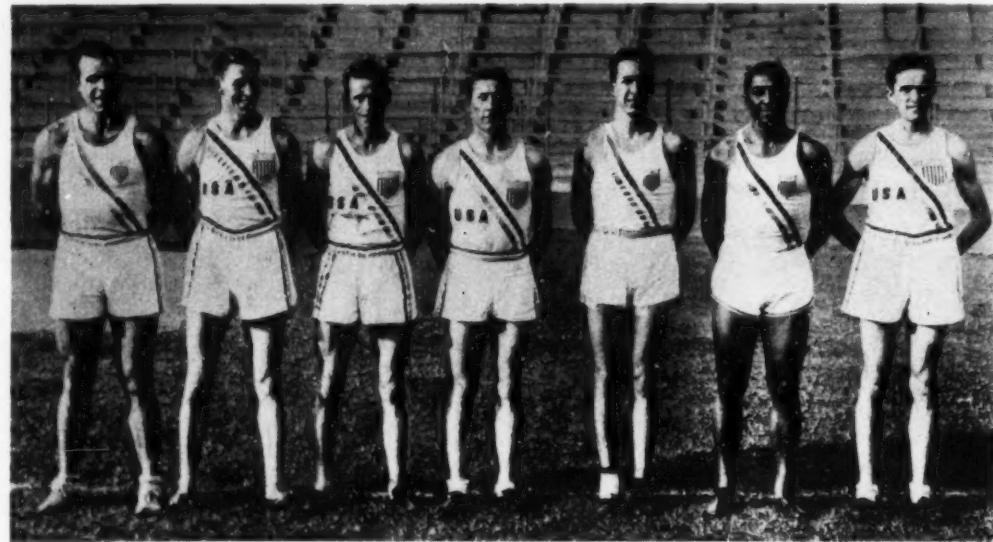


THE CORONATION OF THE QUEEN OF THE NATIONAL CHERRY FESTIVAL: MISS MORELLA OLDHAM Receives Her Crown From Senator Arthur H. Vandenberg in Ceremonies at Traverse City, Mich.



A NEW EVENT FOR INTERNATIONAL MEETS OF THE FUTURE: COLLEGE TRACK STARS

Who Are Employed as Jinrikisha Pullers at the Chicago World's Fair Starting a 1,500-Meter Race With Jinrikisha and Passenger. The Winner Was George Bullwinkle of Harvard, Who Established a Record of 4:49. (Times Wide World Photos, Chicago Bureau.)



At Left—  
AMERICAN ATHLETES ON  
A COMPETITIVE TOUR OF  
EUROPE:  
TRACK AND FIELD STARS  
Who Have Been Scoring Tri-  
umphs in a Series of Meets in  
Various Countries Lined Up Be-  
fore Matching Their Skill  
Against Sweden's Team at Stock-  
holm. Left to Right Are: Henri  
Laborde, Ivan Fuqua, Johnny  
Morris, Glenn Cunningham,  
George Spitz, Ralph Metcalfe  
and Joe McCluskey.  
(Times Wide World Photos.)



THE FIRST TITLEHOLDER IN  
THE JINRIKISHA RACE:  
GEORGE BULLWINKLE  
of Harvard With the Cup Awarded  
to Him in a Novel 1,500-Meter Race  
in Chicago.

QUEEN MARY  
APPEARS IN A  
DRESS THAT  
STOPS SEVEN  
INCHES SHORT  
OF THE  
GROUND: A  
VIEW OF THE  
BUCKINGHAM  
PALACE  
GARDEN PARTY

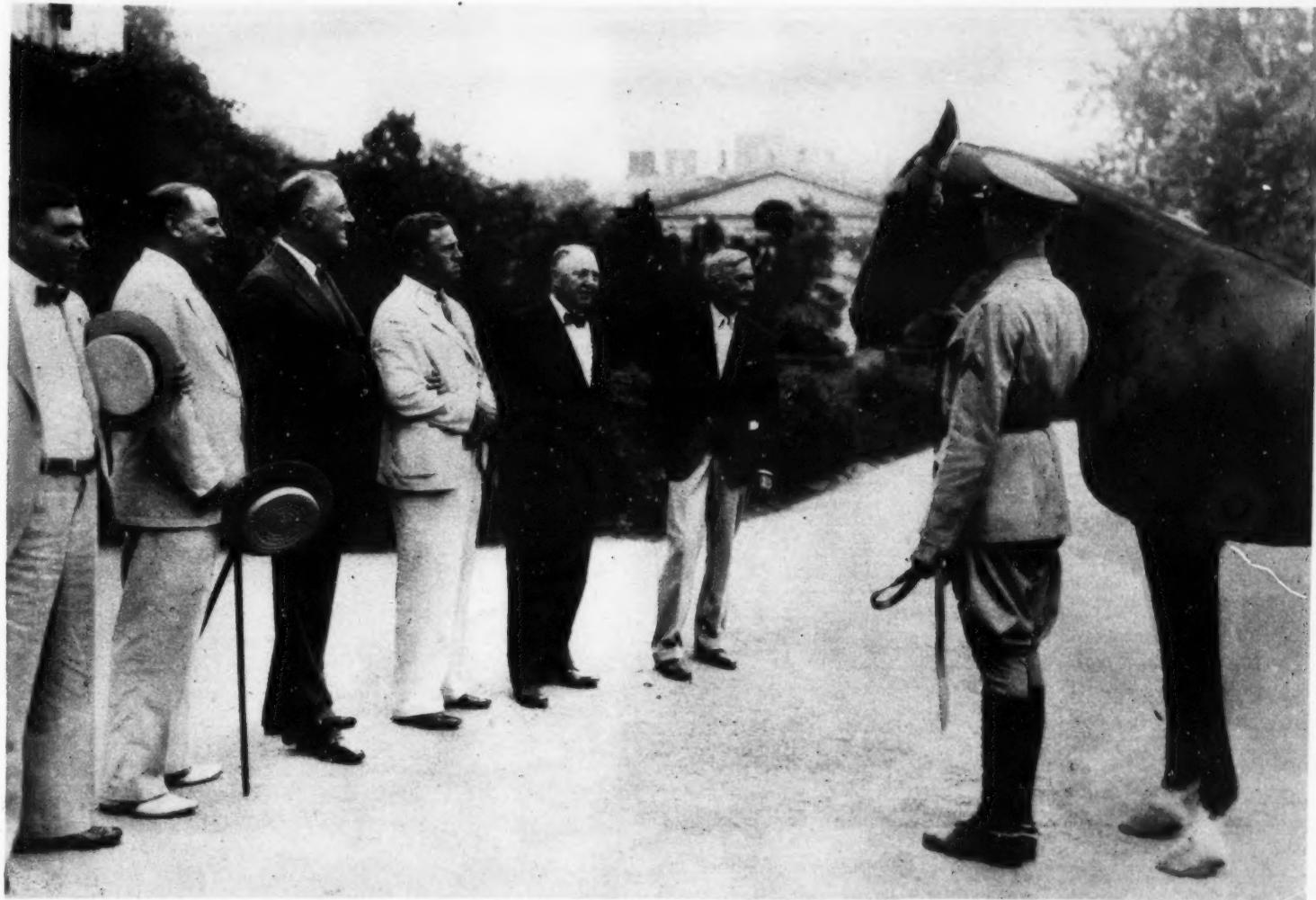
at Which the  
Queen Created  
Much Discussion by  
Appearing in a  
Short Skirt While  
Those of Most of  
Her Feminine  
Guests Swept the  
Grass.  
(Associated Press.)



## SYMBOLS OF THE NATION'S PROGRESS TOWARD RECOVERY

"NEW DEAL" ARRIVES  
AT THE WHITE HOUSE IN  
SPLENDID CONDITION:  
PRESIDENT ROOSEVELT  
Accepting From Missouri Ad-  
mirers Headed by Senator  
Bennett C. Clark a Saddle  
Horse Appropriately Chris-  
tened.

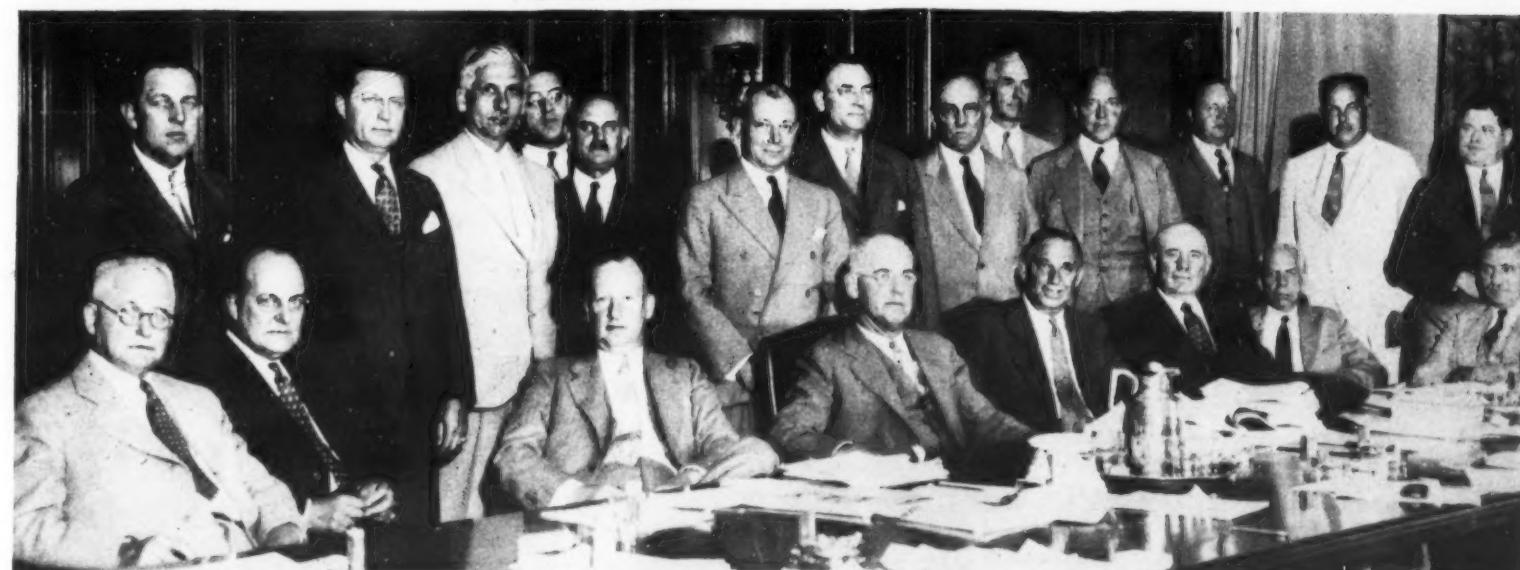
(Times Wide World Photos,  
Washington Bureau.)



THE NAVY'S SHARE IN THE TASK OF PROVIDING EMPLOYMENT: THE OPENING OF BIDS  
FOR TWENTY-ONE NEW FIGHTING CRAFT,  
the Largest Number of Vessels Ever to Figure in a Single Mass Bidding in the Navy's History, Takes  
Place in Washington With Secretary Claude A. Swanson Presiding. The Navy Is to Spend This Year  
\$86,000,000 of the \$238,000,000 Set Aside for It From the Public Works Fund.  
(Associated Press.)

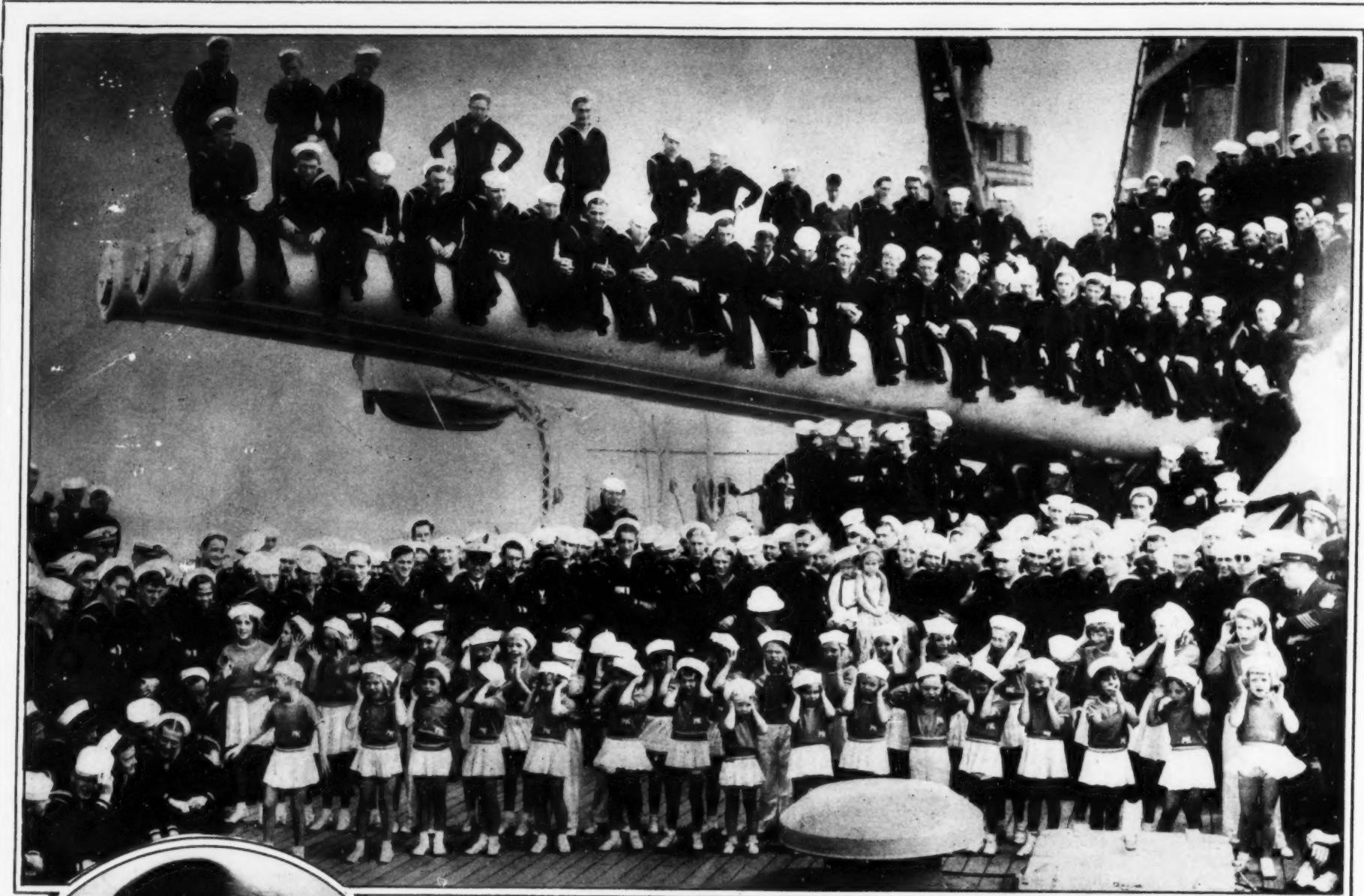


A BABY IS NAMED  
AFTER THE RE-  
COVERY ACT:  
LITTLE NIRA COL-  
LINS  
of Philadelphia, Who  
Was Christened Under  
the Title Popularly  
Applied to the New  
Law as a Token of  
Her Father's Joy  
at Obtaining Employ-  
ment After Having  
Been Idle for Months.  
(Associated Press.)



THE LEADERS OF THE AUTOMOBILE INDUSTRY COMPLETE THE DRAFTING OF THEIR CODE: THE PARTICIPANTS  
in the Detroit Conference Which Agreed on Terms for Submission  
to President Roosevelt. Wage Increases for 200,000 Workers Were  
Announced, Effective Aug. 1, Soon After the Code Was Finished.  
Seated, Left to Right, Are: C. D. Hastings, Hupmobile; R. C. Gra-  
ham, Graham-Paige; T. R. Dahl, White; Alvan Macauley, Packard;  
Walter P. Chrysler, Chrysler; C. W. Nash, Nash; F. A. Haynes  
Treasurer of the National Automobile Chamber of Commerce, and

W. S. Knudsen, Chevrolet. Standing: P. G. Hoffman, Studebaker;  
Roy D. Chapin, Hudson; F. C. Greene, Studebaker; Alfred Reeves,  
N. A. C. C. Manager; J. K. Weckler, Dodge; G. H. Montague,  
N. A. C. C.; E. C. Fink, Mack; A. E. McKinstry and W. S. Elliot,  
International Harvester; Donaldson Brown and J. T. Smith, General  
Motors; B. E. Hutchison, Chrysler; K. T. Keller, Dodge, and Nicho-  
las Kelly, Chrysler.  
(Times Wide World Photos, Detroit Bureau.)



HOLLYWOOD'S YOUNGER GENERATION ENTERTAINS THE SAILORS OF THE U. S. S. NEVADA: THE MEGLIN KIDDIES  
Giving a Performance on the Deck of the Battleship at Anchor in Los Angeles Harbor.  
(Times Wide World Photos.)



THE "OZARK SMILE GIRL" OF 1933:  
MISS RUTH YANCEY,  
17 Years Old, of Fayetteville, Ark., Who Won a Contest in Which Nearly 100 Competed.  
(Sowder.)



THE "SWEETHEART OF THE RODEO" AT SALINAS, CAL.: MISS ARDOTH SCHNEIDER,  
Who Was Chosen to Play a Prominent Part in the Annual Gathering of Cowboys and Cowgirls.  
(Times Wide World Photos.)



A TWO-MONTHS-OLD BABY COMPLETES A 4,000-MILE AIR JOURNEY: LITTLE SUSAN ADEY Sleeps Soundly in Her Basket as She and Her Mother Leave the Airplane Which Carried Them From Basra on the Persian Gulf to Croydon Airport, London.  
(Times Wide World Photos.)



HONEYMOONERS OF RING AND STAGE ARRIVE IN HOLLYWOOD: JACK DEMPSEY AND HIS BRIDE, the Former Hannah Williams, Registering at Dempsey's Hotel Following Their Marriage in Nevada.  
(Times Wide World Photos, Los Angeles Bureau.)

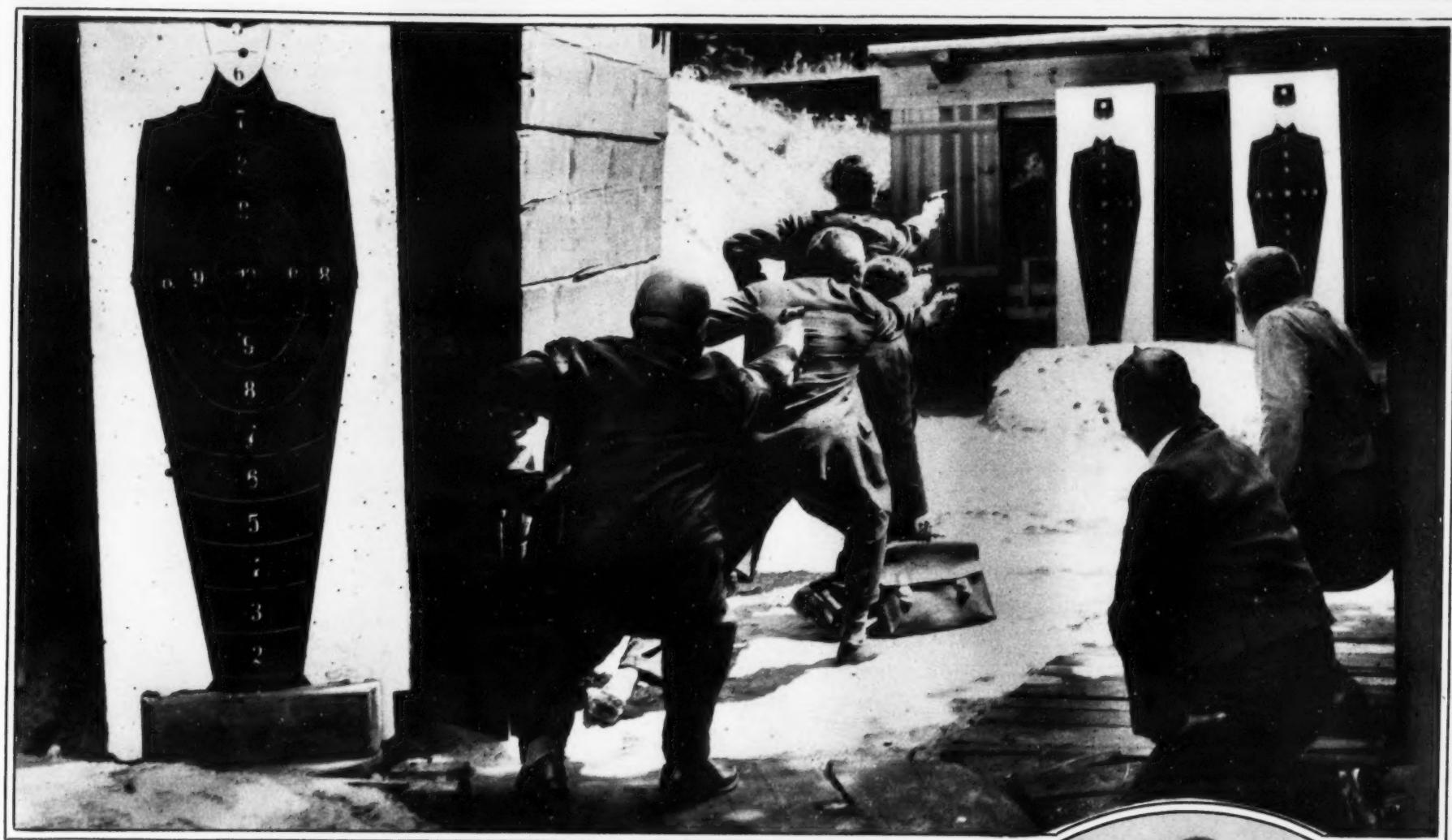


A BULLET-SHAPED AUTOMOBILE UNDERGOES ITS FIRST TESTS: THE "DYMAXION," With Two Wheels in Front and a Third in the Rear Used for Steering in the Manner of a Ship Rudder, Ready for a Trial Run at Bridgeport, Conn. It is the Invention of Buckminster Fuller (Right), Who Is Seen With W. Starling Burgess, Its Designer, and It Is Expected to Do 120 Miles an Hour.  
(Times Wide World Photos.)

August 5, 1933

## Mid-Week Pictorial

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GERMAN  
BANKERS  
PREPARE TO  
COPE WITH THE  
BANDIT MENACE:  
REICHSBANK  
OFFICIALS  
Firing at Moving  
Targets in a Series  
of Drills at a Shoot-  
ing Gallery in  
Berlin.  
(Times Wide World  
Photos, Berlin Bureau.)



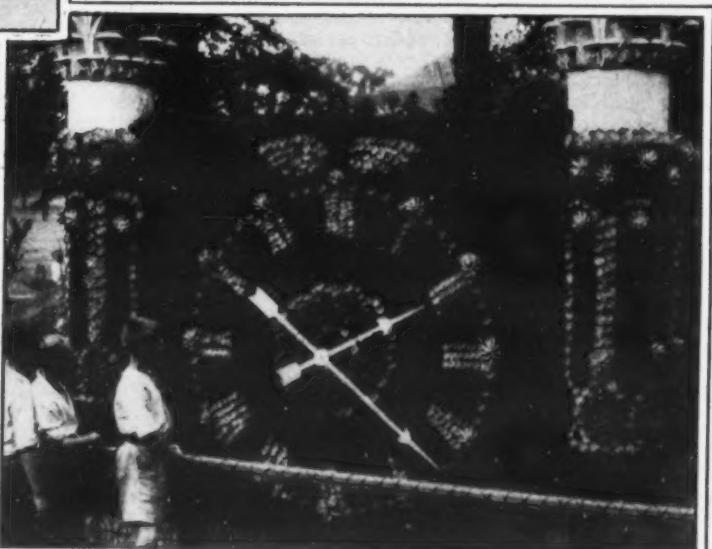
SUNDAY  
MORNING AT  
BUCKINGHAM  
PALACE:  
THE ROYAL  
CHOIR BOYS  
in Their Pictur-  
esque Old-Time  
Costumes Depart-  
ing After Taking  
Part in the Service  
Held in the Palace  
Each Sunday When  
King George and  
Queen Mary Are  
in Residence  
There.  
(Times Wide World  
Photos, London  
Bureau.)



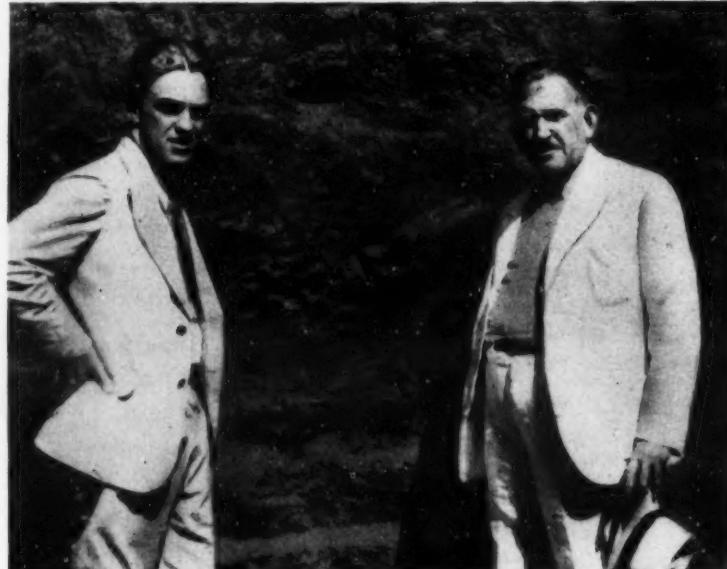
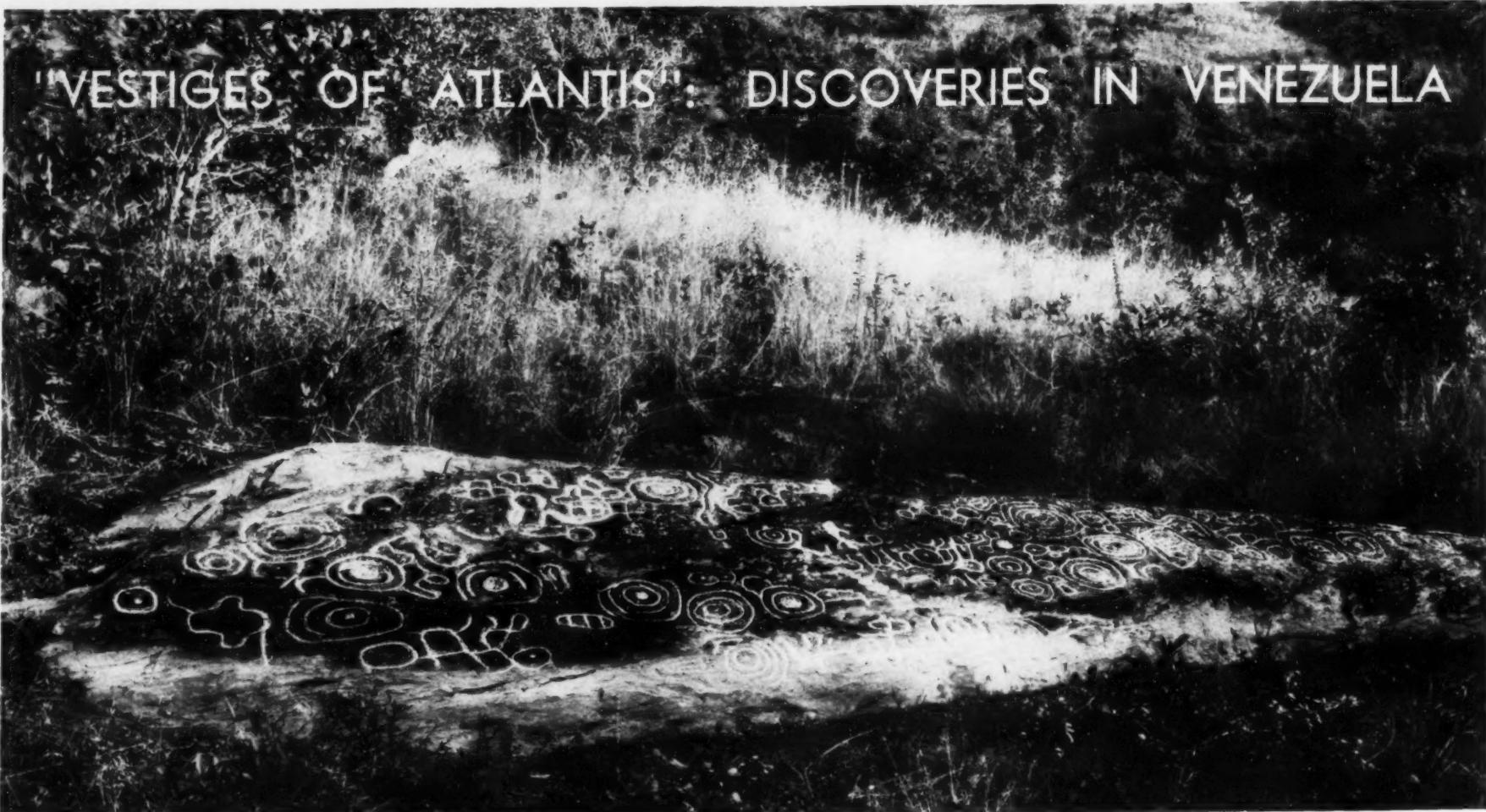
WHERE TWO LITHUANIAN FLIERS CRASHED TO DEATH AFTER  
CROSSING THE ATLANTIC: WRECKAGE OF THE AIRPLANE  
in Which Captain Stephen Darius and Stanley Girenas Set Out From  
New York Bound for Kaunas, Lithuania, and Apparently Reached a Point  
Within 400 Miles of Their Destination. Caught in a Storm They Circled  
About for a Time and Then Met Disaster in a Forest Outside Soldin,  
Pomerania.



A THRILL IN WATER SPORTS: JACK OTT  
Jumping From a Fifty-Foot Platform Astride a Rubber  
Horse at Stamford in the Catskill Mountains of New York.



WHERE TIME GROWS INSTEAD OF FLIES: THE  
FLORAL CLOCK  
in Waterworks Parks, Detroit, Its Dial and Case a Triumph of  
Gardening Skill, Evokes the Admiration of a Group of Boys.  
(Times Wide World Photos, Detroit Bureau.)

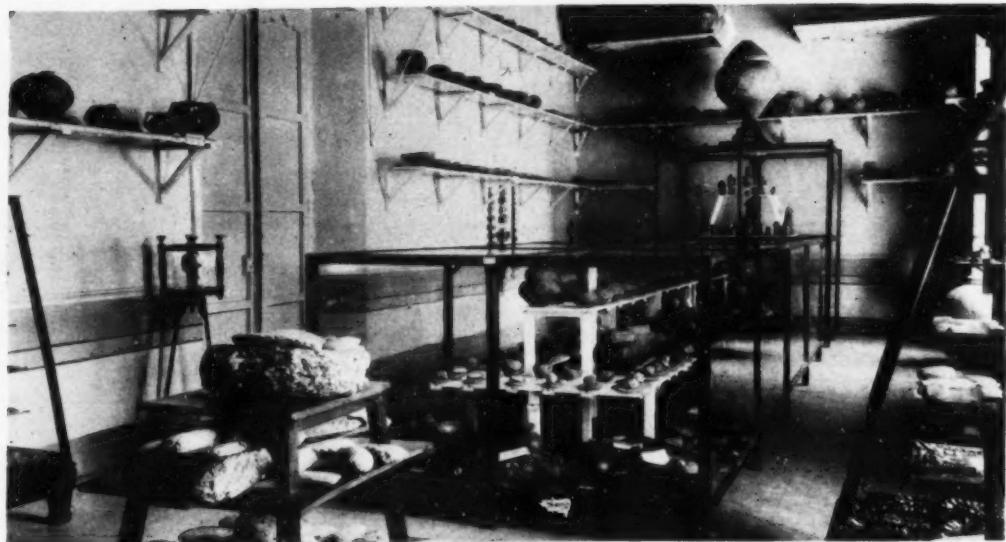


THE AUTHOR OF A NEW THEORY AS TO THE LOST CONTINENT OF ATLANTIS: DR. RAFAEL REQUENA, Secretary to President Gomez of Venezuela, Who Believes His Archaeological Researches on the Shores of Lake Valencia Have Uncovered Many Vestiges of the Lost Continent. At the Left is Dr. Wendell C. Bennett, Curator of South American Archaeology of the American Museum of Natural History, New York, Who Finds Dr. Requena's Discoveries Intensely Interesting But Declines as Yet to Express an Opinion on the Validity of His Conclusions.

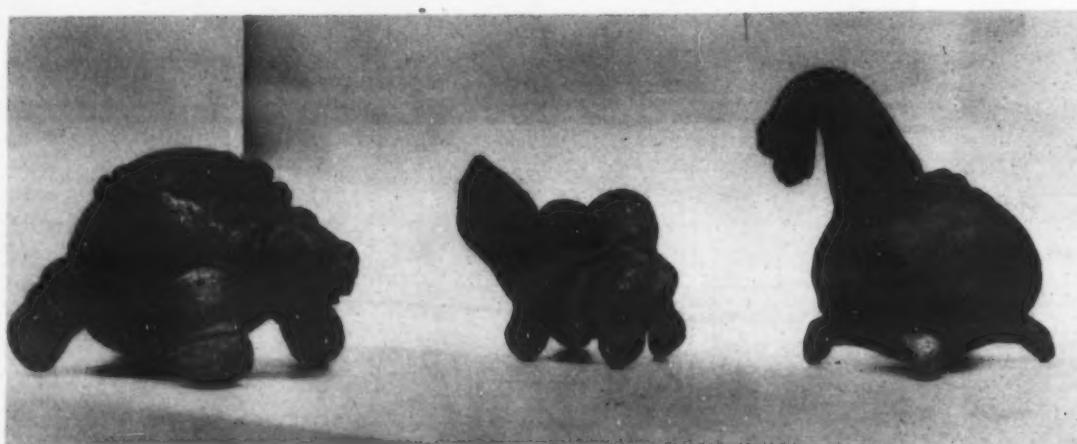
A SOUTH AMERICAN RECORD OF THE DISTANT PAST WHICH BAFFLES SCIENTISTS AND MAY BE A LINK WITH THE LOST ATLANTIS: PREHISTORIC ROCK WRITING

Discovered Near Maracay, Venezuela, by Dr. Rafael Requena, Who Advances the Theory That It is One of the Vestiges of the Legendary Continent Which Has Been Continually Sunk by Scientists Since It First Was Raised by Plato. As Yet All Efforts to Decipher the Inscription Have Failed, But Dr. Requena Believes It Was Written by Inhabitants of Atlantis, Which His Theory Connects With the South American Continent.

(Times Wide World Photos.)



RELICS OF THE AMERICANS OF PREHISTORIC TIMES: A CORNER OF THE TEMPORARY MUSEUM Established in Dr. Requena's Home in Maracay. President Gomez Plans to Found a Museum for Venezuela.



PUZZLES FOR THE ARCHAEOLOGISTS: PREHISTORIC STATUETTES OF PREHISTORIC ANIMALS Included in the Large Collection Brought From Venezuela by Dr. Bennett for Display in the Museum of Natural History.



Above, Right—THE MOST CHARACTERISTIC OBJECT OF THE LOST VENEZUELAN CULTURE POTTERY FIGURINES of the Type Found Abundantly by Dr. Requena. The Figures Are Hollow, With Akimbo Arms and Applied Eyes, and Are Being Studied as to Their Relationship With Figurines Characteristic of the Archaic Culture of Mexico, Central America and Peru.



THE MITE AND MIGHT: A TINY ENGLISH MISS Inspects the Big Guns of H. M. S. Malaya Under the Escort of a Bluejacket on the Battleship's Visiting Day at Lowestoft.

(Times Wide World Photos.)



SHE REGARDS 200 OR 300 POUNDS AS MERELY AN ORDINARY LOAD: A JAPANESE WOMAN

of the Oshima Islands Carrying Two Men on Her Head. The Islands Are Volcanic and Their Water Supply Is Very Scanty, So the Women Are Accustomed to Carrying Water in Pots on Their Heads for Long Distances, Sometimes as Much as Five Miles.

THE LAUNCHING OF A GUNBOAT SHIPPED FROM ENGLAND TO CHINA IN PACKING CASES. THE BRITISH WARSHIP SANDPIPER, Which Is to Form a Part of the Yangtze River Patrol, Is Sent Down the Ways at Shanghai After Being Reassembled. It Is 160 Feet Long and Has a Speed of More Than 11 Knots.

(Times Wide World Photos.)



THE TARGET DISAPPEARS WHEN HIT: THE LAKE MOHAWK GIRLS' ARCHERY TEAM Taking Part in a Tournament at the New Jersey Resort.

(C. E. Engelbrecht.)

## First Fall Hats of Satin in Capeline



THIS  
BELT HAS  
THREE POINTS  
IN ITS FAVOR,  
as Well as a  
Gleam of Satin  
Showing in  
the Woven De-  
tail. James  
McCreery.  
(New York  
Times  
Studios.)



TRAVEL HAT  
IN BROWN FELT  
With Draped Crown.  
James McCreery.  
(New York Times Studios.)



THE BERET DISPLAYS  
POINTS  
to Justify Its Revival.  
This Model in Stitched  
Satin Shows the Fore-  
head But Not Much of  
the Right Eye. Lily  
Daché.  
(New York Times  
Studios.)



ONE  
OF THE  
LITTLE SATIN  
CAPS  
Which Promise  
to Be So Popu-  
lar. This One  
Is Embroid-  
ered in Satin  
Rat-Tail  
Braid. James  
McCreery.  
& Co.  
(New York  
Times  
Studios.)



STITCHED  
BLACK SATIN  
With a Loop  
Trimming of  
White Satin Ribbon.  
Bonwit Teller.  
(New York Times Studios.)



THE HIGHER-ON-THE-HEAD COIF-  
TURE FOR EVENING.  
Sponsored by Dumas of the Savoy-Plaza.  
(Joseph Capitaine.)



THE SATIN CAPELINE,  
the Smartest of Early Fall Hats, Is Lined With White  
Organdy. Bonwit Teller.  
(New York Times Studios.)

By GRACE WILEY.  
THE hats that are scheduled for August promotion feature satin, as do most of the frocks and suits designed for late Summer wear. Velvet and felt, while in evidence, will be featured more particularly a bit later.

Two extremes of silhouette are chosen for these first Fall hats: the capeline, which endeavors to keep the feeling of Summer, and the cap. The beret, which has come back in an exaggerated version with point almost hiding the eye, belongs to the cap type.



THE CAPELINE DEVELOPED IN VELVET  
Has a Beaded Band in White With Red and Blue.  
Delle Donne.  
(New York Times Studios.)

**Satin Sounds the First Fall Evening Note**

**FAWN SATIN,**  
One of the New Shades in This New Material, Has a Little Triangular Cape Which May Be Drawn Under the Shoulder Straps to Form Sleeves. Bonwit-Teller.  
(New York Times Studios.)

**A CHARMING GOWN IN WHITE ORGANZA**  
Has a Quaint Yoke of the Shirred Organdy. Bands in the Same Shirred Effect Are Set Into the Skirt, Adding to It Graceful Bouffancy. Mme. Lichtenstein.  
(New York Times Studios.)

**GARDENIA WHITE ORGANZA**  
Is Given Body by Rows of Pin Tucks.  
Luthorne Shops.  
(New York Times Studios.)

**THE SAILOR COLLAR IN AN EVENING INTERPRETATION.**  
Shown in White Piqué on a Raspberry Red Novelty Cotton Frock. Junior League Frocks.  
(New York Times Studios.)

**A SILVER KID EVENING SANDAL**  
Has the Entire Vamp Covered in Tiny Mirrors. A Boudoir Slipper for Sophisticated Lounging Is in White Satin With a Ruff of Rhinestones. Delman Shoes.

**WHITE SATIN GOWN**  
With White Transparent Velvet and White Fox Wrap. Note the Jewelry Which Adds to the Formality of the Costume. Saks-Fifth Avenue.  
(Bagby.)

# SMILING THROUGH

THE tourist was much impressed by the respectful attention shown to a caller at the local store in a small Western town, and he said so to the proprietor.

"Well," said the storekeeper, "he's one of our early settlers."

"But he's a very young man for an early settler here," observed the tourist.

"I mean he pays his bills the first of every month," was the reply.—*Stray Stories*.

"You certainly didn't look to the future when you married him," said the frank friend.

"No," she admitted, "I was thinking only of the present—his father promised us a check for \$10,000 as a wedding gift."—*Cincinnati Enquirer*.

Rosa was getting acquainted with a little girl who had just moved into the neighborhood. "Have you any brothers or sisters?" she asked.

"Oh, yes," replied the little girl. "I have three half-brothers and a half-sister."

"Goodness!" said Rosa. "Are you the only whole one in your family?"—*Michigan Farmer*.

Reverend Visitor—"And don't you ever say prayers before your meals, sonny?"

Precocious Child—"Oh, no; dad says our cook's pretty reliable!"—*Tid-Bits*.

A woman inquired of a Negro porter the time of the train to Chicago. She then went to a white man and asked him.

The porter went to the white man afterward and said with a smile, "Perhaps she will believe it, now she has got it in black and white."—*Northern Mail*.

"One of us is a cheat."  
"What do you mean?"

"What I say. Five minutes ago I had a fifth ace in my boot-top and now it's gone."—*Lustige Kolner Zeitung*.

Movie Star—"I've decided to demand a new trial."

Interviewer—"But why? You won the case."

Star—"I know, but I wasn't satisfied with the publicity."—*Life*.

"Why is there never any cream on top of your milk?"

"Well, we fill the bottles so full there ain't any room for cream."—*Passing Show*.

Editor—"Do you know how to run a newspaper?"

Applicant—"No, sir."

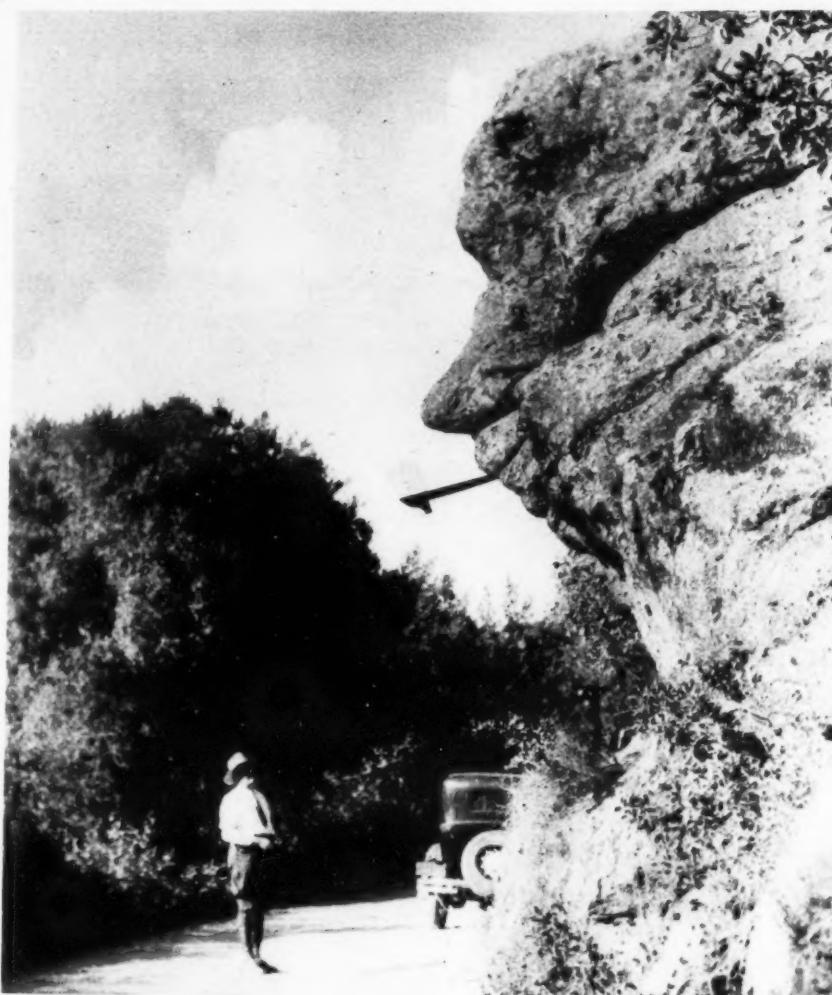
Editor—"Well, I'll try you. I guess you've had experience."—*V. P. I. Skipper*.

Pedestrian (to boy leading a skinny mongrel pup)—"What kind of a dog is that, my boy?"

Boy—"This is a police dog."

Pedestrian—"That doesn't look like a police dog."

Boy—"Nope, it's in the secret service."—*Washington Labor*.



THE "OLD MAN" OF THE CALIFORNIA ROADSIDE: A STRANGE NATURAL ROCK FORMATION

Located on a Highway Between Napa and Monticello, With a Pipe Added to Provide Something to Do in the Long Hours of Leisure.

(Times Wide World Photos.)

## Senator Soaper Says:

So high is public indignation running against kidnappers, don't be surprised to hear that radios and baseball uniforms have been taken away from them in the prisons.

A pre-season size-up of football chances gives Columbia a stronger eleven than last year's. The administration, it seems, is only grabbing off the faculty.

They say Wiley Post's plane has robots that handle much of the labor, but none to take over chicken croquettes at testimonial luncheons.

As no shooting was in progress in Chicago on his arrival, General Balbo didn't make Columbus's blunder of mistaking us for China.

Things are now so organized that the around-the-world flier gets back in time to see his take-off in this week's news reels.

The new bull market proves a bitter disappointment. A million wounded veterans of '29 were just climbing back when their shoestrings broke.

The nation's ability to recover without a theme song is astounding. Many figured that something like the Volga boat song would be unavoidable for the long pull.

A "Little Theatre" group is touring the Ohio Valley by motor truck. We have still to hear, though, of a critic being run down by a play.

Professor T. E. Gregory says there will be no reflation if there is control, or no control if there is reflation. If the coin lands on edge, we win the toss.

Cleveland structural interests, gathered to do something about an industrial code, include several stair-builders, in case steps are considered.

Word that one million will be put to work by October so unnerved some of our younger sharks they missed easy combination shots for the side pocket.

The failure of many crops is a wonderful break for our thespians in Summer stock, as there is nothing to put in the barns but audiences.

The codes so far submitted to Recovery Director Johnson seem crystal clear, but it must be remembered that no football referee has attempted to interpret them.

Washington is expected to come through any decade now with the list of the executors, administrators and heirs of those gold hoarders.

## Odds and Eddies

It is becoming easier to understand why so many members of Congress prefer to linger in Washington. They don't know what it is all about and consequently they can't fix up an explanation for the folks at home.—*Detroit Free Press*.

THE SUCCESSFUL FARMER. The farm's a most confusing place In modern times like these. And all its daily goings on Have made me ill at ease.

I found the farmers full of joy The morning that it hailed • And staging celebrations at The news the crops had failed.

The week the corn was drying up They gathered round to cheer The prospect that they wouldn't grow A single stalk or ear.

And when the oats were badly burned And thin and wouldn't fill The farmers' pleasure knew no bounds And they were gladder still.

Where once with tales of bumper crops I used to be regaled The farmers gather now to brag About the crops that failed.

Successful farming now consists, By modern codes revealed, Of raising crops that fail to grow In each and ev'ry field.

—*St. Paul Pioneer Press*.

Central African cannibals, a student of their customs informs us, decline to eat any one over 40 years old. Ah, yes. Youth, it seems, must be served there, too.—*Boston Herald*.

A farmer back East plowed up a watch which he had lost seventeen years ago. This is considered surprising because the farmer was still there.—*Portland Oregonian*.

You don't realize what suffering is until you see an old drill sergeant giving orders to reforestation boys who don't have to mind.—*Hartford Times*.

SONG OF THE SEASON. Tis now the folk who live to kick One simple song rehearse; It hot as blazes in July— And in August it is worse." —*Washington Star*.

It is a little confusing for the amateur financiers to hear of the dollar being sold by the pound abroad after all the efforts at home to keep depositories liquid.—*Louisville Courier-Journal*.

SHOULD SAY NOT! The dollar now May be worth less— But that don't mean It's now worthless. —*Cincinnati Enquirer*.

A poker face is a handy adjunct for a proud politician who has been dealt small cards in the New Deal.—*Arkansas Gazette*.



**HEATHER ANGEL,**  
One of the Newer Stars, Decides She Can Appropriately Use Her "Wheel" Even for Afternoon Calls, and Is Seen Waving Good-Bye to Her Hostess at Teatime.

## Be Beautiful

By ELSIE PIERCE.

### HOLLYWOOD ADOPTS BICYCLING.

BERMUDA is not the only place that has adopted bicycling. Now Hollywood and its environs join with Southampton and other Long Island resorts in using the bicycle to "get places and do things." And with this new vogue and sport comes "thighs and sighs." For many women who have decided to get a "wheel" wish to wear the "shorts" I advocated to the tennis enthusiasts several weeks ago for their early morning shopping at the country store or for the run down to the beach. Shorts are temptingly cool. But thighs must not be overdeveloped and flabby nor underdeveloped and scrawny. One is as bad as the other. And both are equally simple to correct. In the ideal figure the thighs should just touch when feet are snapped together.

### EXERCISE AND MASSAGE.

Exercise, as you all know, is a splendid equalizer. The familiar squatting exercise is excellent—standing position, hands on hips, rise on toes and then come down to a sitting position, back erect. The simple rising-on-toes exercise is fine. And one can do it fifty times a day, without becoming exhausted. Add to your morning and evening exercise routine.

If you are generally underweight, massage legs and thighs with warm cocoa butter in a rotary motion. But if you are a bit overdeveloped, then slap your legs and thighs briskly, quickly, with the camphor and alcohol lotion made by shaving two gum camphor cakes and adding to a quart of rubbing alcohol. There are many more pointers in my "Beautiful Legs Bulletin." Send self-addressed, stamped envelope to Miss Elsie Pierce, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

(Copyright, 1933, by the Bell Syndicate.)



**MARGARET McCONNELL**  
Joins the Throng of Bicycle Riders Who Are Taking Over the Highways of California.



**BARBARA WEEKS**  
Wears an Attractive Combination of Blue Dotted Shorts and a White Sport Shirt of the Same Dotted Material. A Plain Stocking-Type "Tam" Completes the Ensemble.



**UNA MERKEL,**  
The Charming Screen Player, Is Among Those Who Have Adopted the Bicycle for Her Shopping and Near-by Calls.



## THE MOVIE OF THE WEEK: LESLIE HOWARD IN "CAPTURED"

A SCENE IN A GERMAN PRISON CAMP

in the Warner Brothers' Picture, "Captured." Captain Allison (Leslie Howard), a Prisoner of War (Left), Finds His Best Friend, Lieutenant Digby (Douglas Fairbanks Jr.), in the Newest Group of Soldiers of the Allied Armies Captured by the Germans.



FRAULEIN ELSA (JOYCE COAD)  
Brings Fresh Fruit and Milk to the Prison Camp, Where She and Her St. Bernard Dog Are the Only Non-Military Reminders of Home the German Soldiers and Their Prisoners Have From One Month to the Next.



A BREAK FOR FREEDOM  
is Made by the Allied Prisoners, Aided by Captain Allison, Who by a Ruse Commands a Machine Gun Placement From Which He Stands Off the German Guards While His Fellow-Prisoners Escape to a Neighboring Airplane Base.

**Rangeley Lake Hotel**  
RANGELEY, MAINE

Fine Golf Course  
(at front door)

All Outdoor  
Amusements

ORCHESTRA  
DANCING

ONE of the outstanding resort hotels in America.  
A delightful atmosphere appealing to the discriminating. References required.

No finer summer climate on the North American Continent than at Rangeley, one of the highest villages east of the Rockies. Average elevation nearly 2,000 feet. Fine Automobile Roads. Booklet.

Charles L. Day, Managing Director.



A BATTLE ROYAL AT A GERMAN AIRDROME,  
in Which the Allied Prisoners Defeat the Enemy Aviators and Make Their Escape in the Giant Bombing Planes.

# THE PRACTICAL HOME MADE BEAUTIFUL

## A CLEVER SCHEME OF DECORATION BRINGS SUNSHINE WITHIN CITY WALLS

By LILLIAN E. PRUSSING

ARCHITECTS, decorators and landscape gardeners are finding among their clientele increasing interest in the sun porch, the roof garden and the patio. Call it what you will, it means a certain space that may be used to bring as much as possible of the out-of-doors into a dwelling or to add beauty and utility to the exterior that frames the house. Because of this popular demand such an arrangement is sometimes included in the original plans of a residence, but often it is evolved by individual ingenuity.

City backyards long have been reclaimed and cultivated with taste and talent worthy of those artists, the Japanese, and scarcely a roof in the large cities is now without some sort of garden dressing up. As a matter of fact we in America are learning much from these people of the East, and are indebted to other countries, particularly Spain, France and Italy, for the ideas that enable us to add to the charm and enjoyment of our country homes and to the comfort of limited quarters within city limits.



WHITEWASH, HITHERTO ASSOCIATED WITH THE BARN, Comes up in the World and Finds Itself in the Company of Fine Furnishings. Period Is Disregarded in Decorating the Sun Room of Mrs. Rose Proctor Jr.'s Home at Locust Valley, L. I. The Brick Walls Are Whitewashed, Green Chintz Curtains the Windows, Chairs Are Upholstered in Gorgeously Flowered Chintz, a Hooked Rug and Painted Bench Lend an Early American Aspect. The Ceiling Light Is Both Spanish and Italian. Dianne Tate and Marian Hall, Decorators. (Dix Duryea.)



Above—  
A ROOF TERRACE IS MADE TO BLOSSOM

With Plants and Shrubbery That Add Poetry to the River View Beyond. It Is Made Impervious to Weather and Is a Practical Place for Evening Retreats, With Rattan Furniture in Natural Color and Black Bandings and Glass Topped Iron Tables. DuBois Fencing and Green Lattice Keep the Garden Atmosphere. From Thedlow Inc. (Gladys Muller.)

At Right—  
IN BEAUTIFUL LOCUST VALLEY, L. I.

George M. Gales Has Made His Flagged Terrace a Prelude to the Garden. The Comfortable Chairs Are Built of Stick Willow Stained Walnut, the Cushions Are Covered With a Material of Modern Pattern in Terra Cotta, Yellow, Blue and Green. Iron Chairs and Tables, Taking Time by the Forelock, Are Amusingly Stained Rust Color. J. C. Demarest Co. Inc., Decorators.



THE LAST WORD IN CONTEMPORARY DECORATION Is the Chromium Furniture Upholstered in Gay Plaid Cotton in Yellow, Green and Blue. It Is Most Effective Against Walls Painted Chalk White. A Porcelain Elephant Bears a Smoking Burden. This Is the Sun Room in the Country House of Mr. Norman K. Toerge at Locust Valley, L. I. Dianne Tate and Marian Hall, Decorators. (Emilie Danielson.)





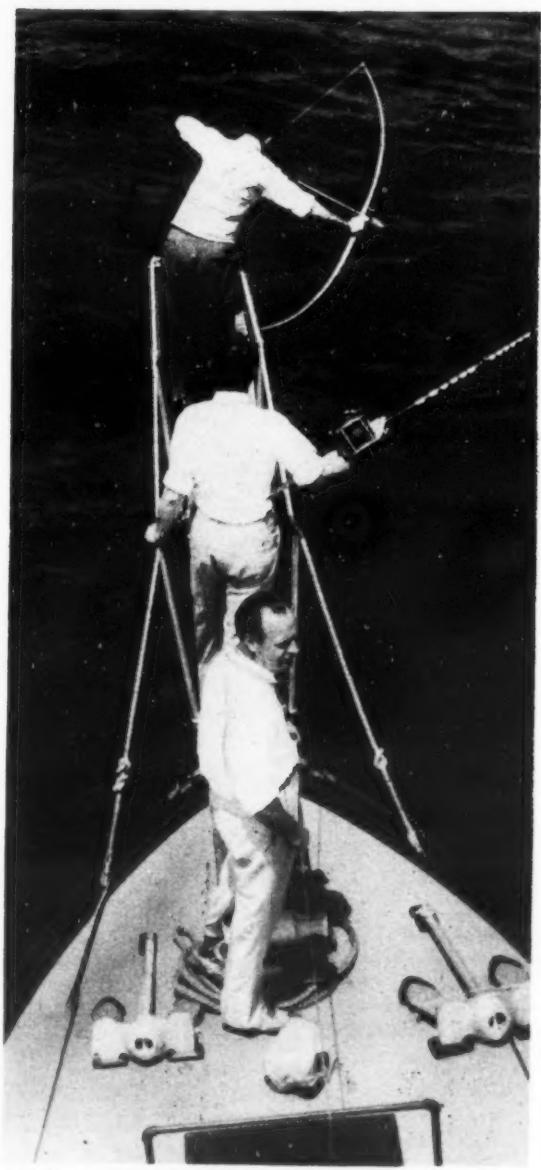
POPULARITY MULTIPLIED AND BEAUTIFIED: EDDIE CANTOR Escorting a Squad of Artists' Models, Who Recently Were Selected for Parts in a Forthcoming Movie Production, Around the Studios in Hollywood. From Left to Right Are: Vivian Keefer, Mary Lange, Barbara Pepper, Katherine Mauk, Lucille Ball, Dolores Casey, Rosalie Fromson and Theo Phane. (Associated Press.)



HE WON THE TITLE OF "BEST SHOEMAKER IN THE UNITED STATES": BENNY LO PRESTI, 30 Years Old, of Atlantic City, Who Took First Prize at the Sixth Annual Shoe Repair and Dealers' Exposition in Chicago With His Entry of Four Pairs of Rebuilt Shoes. (Times Wide World Photos.)



A HOT WEATHER TREAT IN THE LONDON ZOO: THE KINKAJOU Enjoys a Cupful of Ice Cream, Its Favorite Delicacy. (Times Wide World Photos.)



BOW AND ARROWS ARE ADDED TO THE ANGLER'S EQUIPMENT: ROBERT PHILLIPS, New York Lawyer, About to Shoot at a Swordfish in a Deep-Sea Fishing Expedition Off Montauk Point, L. I. The Arrow Carries a Line, and Otto Scheer's Rôle Is to Reel in the Catch. (Times Wide World Photos.)

**"GOLD DIGGERS OF 1933"**  
10th SMASH WEEK!

**HOLLYWOOD THEATRE**  
Broadway & 51st Street  
POPULAR PRICES—Cont. perf.

**LORETTA YOUNG**  
in "SHE HAD TO SAY YES"

**NEW YORK STRAND**  
Broadway & 47th Street  
POPULAR PRICES—Cont. perf.

**"GOLD DIGGERS OF 1933"**  
2nd BIG WEEK!

**BROOKLYN STRAND**  
Fulton St. & Rockwell Place  
25c to 6:30 p.m.—Mon. to Fri.



BRITISH INVADERS IN QUEST OF INTERNATIONAL TENNIS LAURELS:  
THE WIGHTMAN CUP TEAM

Arriving in Boston en Route to New York for Their Match With American Stars. Left to Right Are: Miss Betty Nuthall, Miss F. James, Miss M. Heeley, Miss Dorothy E. Round, Miss M. Scriven, Mrs. L. R. C. Michell and M. D. Horn, Manager.

(Associated Press.)



THE WIMBLEDON CHAMPION  
HOMeward Bound: MRS.  
HELEN WILLS MOODY  
Arriving in New York, With Two Pet  
Dogs, After Her Tennis Triumphs  
Abroad.

(Times Wide World Photos.)

**The HENLOPEN**  
REHOBOTH BEACH

2 DAY RATES	DELAWARE RIGHT ON THE OCEAN	WEEKLY RATES
\$7.85	AMER PLAN	\$21.24
PER PERSON INCLUDING	ALL MEALS	27



BASEBALL IN GAS MASKS: TWO MEN OF THE THIRTIETH INFANTRY  
at the Presidio, San Francisco, Figure in a Close Play in a Full Nine-Inning Game Played Throughout With All Participants Wearing Their Gas Equipment.

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To read

**The New York Times**  
is a liberal  
education

The New York Times is widely recognized for its interest in the field of education. At the recent convention of the National Education Association in Chicago, Joseph Rosier, President, commended The New York Times for its "thorough and complete reports" of the sessions. The Times is the newspaper depended upon by educators at leading colleges and universities. It is used as a primary source of information in classes in current history, science, sociology, journalism, advertising, politics, finance.

The comprehensive, reliable record of "All the News That's Fit to Print," which makes The Times an indispensable educational instrument, brings to hundreds of thousands of intelligent readers an unexcelled history of the world every twenty-four hours.

Dr. Joseph Collins says: "A man who reads The New York Times every morning and follows up the leads of news, editorial comment and feature subjects will secure a genuine education in geography, science, general literature, and—what is more important—a comprehension of world affairs and peoples."

*Every time you talk, every time you write, you tell an unforgettable story about yourself. Your English can help or can hurt you more than you may ever realize.*



# How to avoid Embarrassing MISTAKES in ENGLISH

EVERY day, every minute, you are engaged in an effort to make people think favorably of you. It makes no difference who you are or what your position is in the scheme of things, you want to advance, you want to step forward and higher. What you use most in this unceasing effort to establish and improve yourself is the English you speak and write. Every time you speak or set pen to paper you create either a favorable or an unfavorable impression of yourself upon others.

Polite society is a hard taskmaster. It does not permit the slightest relaxation of its rigid demands. One of its most important customs is the use of clear, concise, correct English. Above all is demanded correctness. It is very easy to fall into error, for English has acquired thousands of foreign words and phrases that make it a snare for the careless. Clothes and manners are veneers that may gain you some favor for a little time. But your language reveals you as in the searching glare of a calcium light.

## How People Judge You

Those who do not know you intimately can judge you only by what you make them think you are.

The impression you make depends upon what you say and how you say it. If your English is poor, lifeless, honeycombed with mistakes in grammar, pronunciation, and diction, the very people upon whom you wish to make the most favorable impression will assume that you are lacking in culture and breeding. But if you can speak English that is

correct in every detail, it will be much easier for you to be at ease no matter where you are.

For that reason you very carefully correct any mistakes you discover in your conversation and your letters. But you probably are unconsciously making errors every day. These errors are the more dangerous because not only do they cause you to lose standing and create unfavorable impressions, but as you do not know what they are you go right on making them. Cultured people quickly recognize the slightest fault in English, and unless you are sure that your English is absolutely faultless, you will always be ill at ease and self-conscious.

If you would become fully successful you must stop making these errors. You must be sure the English you use is correct. You can not hope to attain all your ambitions until you are able to show yourself in the

best light at all times. It was long ago proved that the old system in vogue in schools was inadequate, for upon actual test it was found that the vast majority of men and women are only 61% efficient in their knowledge and use of English. For many years educational experts sought for some method that would overcome this deplorable condition. But no one ever devised an easy method of learning correct English until Sherwin Cody, who is perhaps the country's best known teacher of practical English, invented a remarkable method that enables any one to improve his English in only 15 minutes' study each day.

Mr. Cody's invention is

so amazingly simple that it is practically automatic. It accomplishes the mastery of English with astonishing rapidity. It is called the 100% Self-Correcting Method.

## A Remarkable Invention

This astonishing invention upsets all the ancient worn-out standards of teaching. The useless rules and hard-to-remember impractical definitions of the old system were so cumbersome and unwieldy that they actually retarded progress. Mr. Cody concentrates on the main essentials, and arranges them so that fifteen minutes of your time each day soon gives you as thorough a command of English as those who spend years to perfect their knowledge.

Mr. Cody's remarkable self-correcting device does away with every uninteresting and monotonous exercise characteristic of the old school. It is this device that has called forth the highest praise from the best educational experts. This device not only simplifies the whole study of English, not only makes Mr. Cody's course a pleasant game, but it so firmly fixes correct English in your mind that you never can forget it. It concentrates on your errors—it does not bother you about the things you positively know! That is the most wonderful thing about Mr. Cody's course. And once you have taught yourself to use perfect spelling, perfect diction, perfect pronunciation, and perfect grammar, you will always use them.

## Free Book on English

A new book explaining Mr. Cody's remarkable method is ready. If you are ever embarrassed by mistakes in grammar, spelling, pronunciation, punctuation, or if you cannot instantly command the exact words with which to express your ideas, this new free book, "How You Can Master Good English—in 15 Minutes a Day," will prove a revelation to you. Send the coupon, or a letter or postal card now. SHERWIN CODY SCHOOL OF ENGLISH, 748 Searle Building, Rochester, N. Y.

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Please send me, without obligation on my part, your free book, "How You Can Master Good English—in 15 Minutes a Day."

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Address.....

..... This valuable book can not be sent to children.

**Enjoyed Every Moment.**  
"I have enjoyed every moment I have spent on the method. It is fascinating." Mrs. Lula B. Cade, 900 S. Harvard Blvd., Los Angeles, Calif.

**The Best.**  
"Your method, the best I have ever followed, has really taught me to speak and write better English." Roy E. Treadaway, 111 Signal View St., N. Chattanooga, Tenn.

**Her Employer Pleased.**  
"I have found your course very beneficial; for any one in the business world who has not had the opportunity to receive the necessary education in English it certainly proves itself a very valuable help." "When I mentioned to my employer that I was taking this course, he immediately looked to me as one upon whom he could depend to know correct English." "I surely do recommend the course to any one." Mrs. Martha Ziske, 2460 Fairmount Blvd., Cleveland Heights, Ohio.

**Fascinating—Rapid Progress.**  
"More fascinating than any other course I have ever studied. I saw improvement in my speaking in a very short time, also a very marked improvement in my letter writing." Mrs. A. E. Hilliard, 104 Oak St., Mason, Mich.

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